



BOARD OF DIRECTORS MEETING/

DATE: Wednesday, May 3,2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: Tahoe City PUD
221 Fairway Dr., Tahoe City, CA

BOARD OF DIRECTORS

CHAIR SUE RAE IRELAN, Placer County Appointee
VICE CHAIR JILL SCHOTT, North Shore Lodging/Property Management
TREASURER DAN TESTER, Squaw Valley Business Assoc.
SECRETARY RAY VILLAMAN, F&B At Large
PAST CHAIR SAMIR TUMA, At-Large Seat #1
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

DJ EWAN, West Shore Lodging/Property Management
JIM PHELAN, At-Large Activity Business Sector
DAVE WILDEROTTER, At-Large Seat #2
MELISSA SIIG, Tahoe City Downtown Association
ALYSSA REILLY, North Tahoe Business Association
DOUG BURNETT, Northstar Business Association

ADVISORY MEMBERS

STEPHANIE HOLLOWAY, Placer County Executive Office
JEFF COWEN, Tahoe Regional Planning Agency

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: <https://bit.ly/3Vdghmz>

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. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 3. Agenda Amendments and Approval [ACTION]
- 4. 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.

- Page:1** A. NLTRA Board Meeting Minutes from April 12, 2023 [Link to preliminary online document](#)
- Page:5** B. Review and Approval of CEO’s Expense Report for Mar 2023
- Page:8** C. NLTRA Preliminary Financial Statements, Mar 2023

Page:27 D. Approval of the Lake Tahoe Dance Festival 2023 Sponsorship in the amount of \$20,000

Page:53 E. Approval of the Adventure Van Expo 2023 Sponsorship in the amount of \$15,000

Page:68 F. Approval of the California Enduro Series 2023 Sponsorship in the amount of \$10,000

Page:73 G. Approval of the Tahoe Trail 100 2023 Sponsorship in the amount of \$15,000

Page:80 H. Approval of the Squaw Valley Business Association FY 22/23 Marketing Grant in the amount of \$10,000.

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

- Finance Committee Meeting April 26, 2023
- TOT Committee Meeting, April 24, 2023
- TBID Advisory Committee Meeting, April 18, 2023
- Zone 1 Committee Meeting, April 18, 2023
- Tourism Development Committee April 25, 2023
- In-Market Tourism Development Committee April 25, 2023

8:50 a.m. 5. Action Item:

A. Approve full slate of NTCA officers:

- Sue Rae Irelan - Chair
- Jill Schott - Vice Chair
- Dan Tester - Treasurer
- Ray Villaman - Secretary
- Samir Tuma - Past Chair

Page:91 B. The North Tahoe Community Alliance Board of Directors make a recommendation to the Placer County Board of Supervisors on the expenditure of “turned back” (or unspent) Transient Occupancy Tax (TOT) funds to the following programs:

- \$500,000 to the Lease to Locals program
- \$500,000 to TART Connect Microtransit
- \$43,112 to the North Lake Tahoe Express Airport Shuttle

Page:100 C. Review and approve final NTCA Community Vitality and Economic Health Investment Program document for use in opening the multi-year sponsorship grant funding cycle

10:20 a.m. 6. Informational Updates/Verbal Reports:

Page:156 A. Presentation of NTCA FY 23/24 preliminary budget for discussion, feedback, and process update

7. 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, Mar 2023
- B. Conference Revenue Statistics Report, Mar 2023
- C. Tourism Development Report on Activities, Mar 2023
- D. Reno Tahoe Airport Report, Feb 2023
- E. Visitor Information Center Report, Mar 2023
- F. North Lake Tahoe Marketing Cooperative Financials, Mar 2023

- 10:45 a.m.** 8. CEO and Staff Updates
- 10:50 a.m.** 9. Directors Comments
- 10:55 a.m.** 10. Meeting Review and Staff Direction
- 11:00 a.m.** 11. Adjournment



**BOARD OF DIRECTORS MEETING/
Annual Meeting of Members**

DATE: Wednesday, April 12, 2023

TIME: 8:30 a.m. – 11:00 a.m.

LOCATION: North Tahoe Event Center
8318 N Lake Blvd., Kings Beach, CA

BOARD OF DIRECTORS

CHAIR

- VICE CHAIR** SUE RAE IRELAN, Placer County Appointee
- TREASURER** DAN TESTER, Squaw Valley Business Assoc.
- SECRETARY** RAY VILLAMAN, F&B At Large
- PAST CHAIR** SAMIR TUMA, At-Large Seat #1
- 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, North Shore Lodging/Property Management

- DJ EWAN, West Shore Lodging/Property Management
- JIM PHELAN, At-Large Activity Business Sector
- DAVE WILDEROTTER, At-Large Seat #2
- MELISSA SIIG, Tahoe City Downtown Association
- ALYSSA REILLY, North Tahoe Business Association
- DOUG BURNETT, Northstar Business Association

ADVISORY MEMBERS

- STEPHANIE HOLLOWAY, Placer County Executive Office
- JEFF COWEN, Tahoe Regional Planning Agency

Board of Directors – Draft Meeting Minutes – April 12, 2023

1. Call to Order – Establish Quorum

Irelan called the meeting to order at 8:38 AM. A quorum was established.

Board members present

Sue Rae Irelan, Dave Wilderotter, Jill Schott, Melissa Siig, Mike DeGroff, DJ Ewan, Ray Villaman, Doug Burnett, and Samir Tuma. A quorum was established.

Board members absent

Dan Tester, Manfred Steuerwald, Jim Phelan, Harry Hirsch, Colin Perry, Amy Ohran, and Alyssa Reilly

Staff Members in attendance

Tony Karwowski, Anna Atwood, Adam Wilson, Francois Cazalot, Derek Vaughan, Kimberly Brown, Kirstin Guinn, Julie Barber, and Joan Spellitech

Others in attendance

Included Katie Biggers, Erin Casey, Jess Weaver, Lindsay Romack, Andrew Pappas and Erin Holland. There may have been others attending who did not identify themselves.

2. Public Forum

Biggers announced representatives from Southwest Gas and Caltrans will be giving presentations at the April 19 TCDA meeting about summer construction.

Judy Friedman announced the April 20 NTRAC meeting at Granlibakken, which will focus on the Dollar Creek Crossing project.

3. Introduction of newly elected board members DJ Ewan & Doug Burnett

Karwowski reported the six Board members running for re-election were seated. In addition, DJ Ewan and Doug Burnett were elected.

4. Election of Board Officers [ACTION]

Motion to appoint Sue Rae Irelan as Chair. TUMA/SCHOTT/UNANIMOUS

Motion to appoint Jill Schott as Vice-Chair. IRELAN/TUMA/UNANIMOUS

5. Agenda Amendments and Approval [ACTION]

Today's agenda was approved by affirmation.

6. 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 March 8, 2023 [Link to preliminary online document](#)

B. Review and Approval of CEO's Expense Report for Feb 2023

C. NLTRA Preliminary Financial Statements, Feb 2023

D. Approval of the TBID Zone 1 recommendations of the Tahoe City Downtown Association to fund \$11,270 for Upgraded Flower Baskets

E. Notification of new NTCA Marketing Cooperative Committee members

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

- Finance Committee Meeting March 29, 2023
- TOT Committee Meeting, March 20, 2023
- TBID Advisory Committee Meeting, March 15, 2023
- Zone 1 Committee Meeting, March 15, 2023
- Tourism Development Committee March 28, 2023
- In-Market Tourism Development Committee March 28, 2023

Motion to approve. DEGROFF/SIIG/UNANIMOUS

7. Action Items:

A. Approval of the TBID Advisory recommendation to fund the Housing Hub incubation request for up to \$150,000 cash contribution and \$34,000 of in-kind support for year one budget – Tony Karwowski/Erin Casey

B. Approval of the TBID Advisory recommendation to fund the Housing Hub in year two, at an unspecified amount to be determined. – Tony Karwowski

Casey reminded the group of the previous presentation regarding how and why the Housing Hub is being formed as a non-profit organization to advocate for policy change and help developers work through the process of getting housing projects built. She explained how it fits in with existing efforts and the proposed governance of the organization.

Casey presented a three-year draft budget, which includes contributions from the Tahoe Truckee Community Foundation. An application has been submitted to the Martis Fund as well. Details are included in today's meeting packet.

Today's proposal is for NTCA to incubate the project for at least one year, and consider a second year, as recommended by the TBID Advisory Committee.

Discussion followed as the need for this endeavor was illustrated by examples of the laborious permitting process in this area. Tuma said the need for workforce housing was exacerbated by the pandemic, and housing employees is fundamental to the health of the community. The presentation, including the budget and governance, were clarified.

Motion to approve the TBID Advisory Committee recommendation to fund the Housing Hub incubation request for up to \$150,000 in cash and \$34,000 in-kind support. Further, to approve the TBID Advisory Committee recommendation to fund the Housing Hub in year two, in an amount to be determined. Also, to consider a contingency allocation of up to \$15,000 in year one if the Martis Fund contribution is not approved and the additional funds are needed to close the gap. WILDEROTTER/SCHOTT/UNANIMOUS

C. Reappoint of TBID Advisory committee members Daniel Scott, Jon Roscher, Kat Hill, and Jonn Melrose to a 2-year term. – Tony Karwowski

Motion to appoint Daniel Scott, Jon Roscher, Kat Hill, and Jonn Melrose to 2-year terms on the TBID Advisory Committee. WILDEROTTER/SCHOTT/UNANIMOUS

D. Reappointment of TBID Zone 1 committee members Alex Mourelatos and Melissa Siig to a 2-year term. Tony Karwowski Motion to reappoint Alex Mourelatos, Melissa Sig, and DJ Ewan to 2-year terms on the TBID Zone 1 Committee. WILDEROTTER/SCHOTT/UNANIMOUS

E. Appointment of Mitchell Murray as NTCA appointed Lodging CAP Committee Seat – Tony Karwowski Motion to appoint Mitchell Murray to the NTCA-appointed Lodging Seat on the CAP Committee. WILDEROTTER/BURNETT/UNANIMOUS

8. Informational Updates/Verbal Reports:

A. Community Survey Results Presentation – Tony Karwowski

Karwowski presented results of the two Community Surveys conducted this winter. The first was a residents-only phone survey done by FM 3 and the second was available online. A total of 917 responses were received, with 78% representing full-time residents. The results will be used to inform investment priorities for TBID and TOT grants.

Housing and traffic were identified as the number one and two major issues. Approximately 61% of respondents said year-round resident serving projects should be prioritized. The complete report was included in today's meeting packet.

Discussion followed clarifying the methodology for both surveys and how the information will be used.

B. Regional Storm messaging coordination update – Kristin Guinn

Guinn reported on a meeting with the ski areas, Ski California, Placer and Nevada Counties, Caltrans, and the CHP to discuss the messaging done during the heavy winter storms. Jess Weaver created talking points that all organizations and agencies used to make sure the same information was being broadcast to potential visitors.

The efforts worked well. The group will meet as needed if similar strategies are needed to respond to other emergencies, such as fire. Schott recommended lodging facilities and property managers be included as an avenue to get the word out.

Karwowski said this is an example of NTCA fulfilling its role as convenor and facilitator as it brought everyone together to reach agreement on consistent communications.

Discussion followed. It was noted that these relationships are important during an emergency, but each organization will continue to do its own marketing and messaging as it sees appropriate.

9. 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, Feb 2023

B. Conference Revenue Statistics Report, Feb 2023

C. Tourism Development Report on Activities, Feb 2023

D. Reno Tahoe Airport Report, Feb 2023

E. Visitor Information Center Report, Feb 2023

F. North Lake Tahoe Marketing Cooperative Financials, Feb 2023

There were no questions or comments.

10 CEO and Staff Updates

Brown announced the 66th Annual Community Awards Dinner taking place on June 1 at Palisades Tahoe. She said 88 businesses have been nominated for the various awards. The EC will vote on the award winners. Brown reviewed the plans and logistics for the evening.

11. Directors Comments

Schott noted an email about a lawsuit against TTSD because they have not been providing the services they were contracted for and have been charging additional fees.

Villaman said there is a good article in Moonshine Ink about the challenges at the Post Offices. Siig suggested everyone write their federal representatives. Karwowski said this is a topic at the CalTravel legislative session.

Siig asked if NTCA can play a role in the challenges with the propane companies this winter. Karwowski is aware the issue is being investigated.

12. Meeting Review and Staff Direction

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 10:54 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report

3/9/2023
OK
3/25/23
[Signature]

Month/Yr March 2023
Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
3/9/2023	A	North Lake Tahoe Resort	57486	Thank you gifts for outgoing board member - Hoffman	30.82		
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$30.82		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

POSTED
[Stamp]

Signed By: [Signature] Approved By: _____
Date: _____ Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	

BANK OF THE WEST

A trade name used by BMO Harris Bank N.A.

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0183-4849
Statement Date	MAR 28, 2023
Total Activity	\$30.82

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENT

ANTHONY KARWOWSKI
N LAKE TAHOE RESORT
ATTN: DEWITT VN SIGLEN
100 N LAKE BLVD
N LAKE TAHOE RESORT ASSOC
TAHOE CITY CA 96145-2273

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent Identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$30.82		\$0.00		\$0.00		\$30.82

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-09	03-07	55432863067208886886169	IN *NORTH LAKE TAHOE R TAHOE CITY CA Tran: MQ0155313781 Tax ID: 770034661 Mer Ref: ARIQ3BL9 Mer Zip: 96145 Tax: 2.08	30.82

For Customer Service, Call: 1-866-432-8161	Account Number	XXXX-XXXX-0183-4849	Account Summary	
	Statement Date	MAR 28, 2023	Purchases & Other Charges	\$30.82
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit	\$10,000	Cash Advances	\$0.00
	Disputed Amount	\$0.00	Fees	\$0.00
			Credits	\$0.00
			Payments	\$0.00
		Total Activity	\$30.82	

3/7/2023 11:39 AM
Store: 1

Sales Receipt #57486
Workstation: 1

Customer Copy



north lake tahoe

Chamber of Commerce & Resort Association
Tahoe City Visitor Center
PO Box 1757
Tahoe City, CA 96145
GoTahoeNorth.com

Cashier:

Item Name	Qty	Price	Ext Price
California Bittersweet	1	\$15.95	\$15.95
peter Spain Knit Tatic	1	\$31.95	\$31.95
		Subtotal:	\$47.90
		40 % Disc:	-\$19.16
Local Sales Tax		7.25 % Tax:	+\$2.08
		RECEIPT TOTAL:	\$30.82

Credit Card: \$30.82 XXXX4849
MASTERCARD Expiry Date: XXXX
Reference # 0000025836 Auth=052291
Entry: Chip Merchant # ***67432

Signature _____

I agree to pay above amount according to card
issuer agreement (merchant agreement
if credit voucher).

AID: A0000000041010

Total Sales Discounts: \$19.16

PLEASE RETAIN FOR YOUR RECORDS

We Hope you Enjoy your Stay in North Lake Tahoe!



57486



4/26/2023

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for March 31, 2023

Summary of preliminary NTCA financial results for March 31, 2023

- Cash – Total cash reduced by roughly \$100k over the prior month. The amount of TBID collections in March were lower than the total disbursements for the month.
- Accounts Receivable - \$5k is the Spartan refund from prior year, we are still expecting collection
- Accounts Receivable TBID –This \$1.07m account balance reflects the difference in revenue recorded vs cash collected. We have recorded roughly \$4.5m of revenue year-to-date for our fiscal year July 2022 through March 2023. Year-to-date cash collections, which generally lag revenue by two months, total \$3.43m. Cash collections should outpace budgeted revenue for the remainder of the year.
- Accounts Receivable Membership Dues – We are currently reconciling these accounts regarding chamber dues
- Accounts Receivable Membership Activities – We are investigating if these eblast invoices from prior year are collectible.
- Deposits \$1672 – Most of these are over four years old and we are determining when they should be written off
- Prepaid Expenses - \$237K are contributions we have made to organizations for special events that will take place in the upcoming months
- Accounts Payable Other - TBID members that are due refunds, this account will be reduced to zero once chamber dues are reconciled
- Due To/From County – These funds will be returned to the county after the conclusion of the 21/22 fiscal year audit. We are waiting for the CO-OP financial review which is nearly complete.
- Revenues – I continued to follow the budget through February. Revenue continues to outpace prior year due mainly because of the first quarter. Although December was comparable to prior year, January preliminary revenue appears to have increased 70%. I believe this is due to how the Christmas holiday spilled into the first week of January this year, whereas in prior year, most Christmas holiday visitations were in December. We earned 32% of our 21/22 revenue in the third quarter. Once our third quarter revenue is collected over the next two months, we will know how the winter season performed as a whole.
- Salaries & Wages – reflects two pay periods, same as in February.

- Health Insurance Expense – Due to the short month of February and the timing of payments, two months of expense were recorded this month covering February and March
- Event Sponsorship – Includes \$5k for the Winter Speaker series and \$25k for the Downtown Lighting Grant
- Additional Opportunities - \$10k for website, marketing, and eblast campaigns

Summary of preliminary NLTMC financial results for March 31, 2023

- The year-to-date net income for March is \$511k. Consumer marketing, leisure sales, and Committed & Admin expenses continue to be the main categories that are under budget. The reforecast performed in January projects a loss of \$286k for the remainder of the fiscal year. This would result in total net income of \$225k for the year.

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

March 31, 2023

Balance Sheet - PY Comparison

For the Nine Months Ending Friday, March 31, 2023

North Lake Tahoe Resort Association

1 of 1
4/20/2023
2:28 PM

	YTD		
	Mar 2023	Mar 2022	Variance
	2022	2021	
Current Assets			
Cash - TBID Disbursements	1,522,915	0	(1,522,915)
Cash - TBID Funding	5,091,861	1,697,348	(3,394,514)
Special Event Funding	1,514	39,803	38,289
Cash Flow Reserve	101,192	100,976	(217)
Marketing Reserve	50,424	50,356	(68)
Payroll Reserve	46,429	68,102	21,673
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	1,071,978	0	(1,071,978)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	43,206	17,025	(26,181)
Accounts Receivable - Membership Activities	470	985	515
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	0	5,932	5,932
Accounts Receivable - Other	0	2,442	2,441
Inventory Asset	25,642	26,867	1,225
Gift Cards Outstanding	18	18	0
Prepaid Expenses	237,238	6,500	(230,738)
Prepaid Postage	100	100	0
Prepaid Insurance	306	2,689	2,383
Deposits	1,672	1,150	(522)
Total Current Assets	8,203,962	2,444,456	(5,759,505)
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	(6,430)	(3,222)	3,208
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	4,583	7,791	3,208
Total Assets	\$8,208,544	\$2,452,247	(\$5,756,297)
Liabilities			
Current Liabilities			
Accounts Payable	14,782	69,892	(55,110)
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	1,955	41,223	(39,268)
Incentives Payable	53,615	44,055	9,560
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	5,812	0	5,812
Accrued Expenses	69,417	200,350	(130,933)
Deferred Revenue - Membership Dues	2,489	20,827	(18,338)
Deferred Revenue - TMBC	0	1,290	(1,290)
Due To/From BOTW CC	1,927	0	1,927
Due To/From County	1,360,485	1,480,803	(120,318)
Due To/From TBID	132,453	0	132,453
<i>Suspense (may include rounding)</i>	<i>(10,740)</i>	<i>0</i>	<i>(10,740)</i>
Total Current Liabilities	1,697,309	1,947,457	250,149
Sales Tax Payable	0	2,877	(2,877)
Use Tax Payable	0	1,418	(1,418)
Total Tax Payable	0	4,295	4,295
Long-Term Debt	0	0	0
Total Liabilities	1,697,309	1,951,752	254,444
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	5,187,398	0	5,187,398
Net Income	1,306,345	0	1,306,345
Total Equity	6,511,236	500,495	(6,010,741)
Liabilities & Shareholder Equity	\$8,208,544	\$2,452,247	(\$5,756,297)

HISTORICAL 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 - 3/31/2023
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Aged By: Document Date Sorted By: Vendor ID
 Aging Date: 3/31/2023 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID:	Name:	Class ID:	User-Defined 1:				
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: AT & T*	Name: AT & T*	Class ID: PRIMARY					
Voucher(s): 19	Aged Totals:		\$216.42	\$216.42	\$0.00	\$0.00	\$0.00
Vendor ID: AUGUSTINEIDEAS	Name: D. Augustine & Associates	Class ID: PRIMARY					
Voucher(s): 16	Aged Totals:		\$14,478.73	\$3,406.25	\$11,072.48	\$0.00	\$0.00
Vendor ID: JOHNSON CONTROL	Name: Johnson Controls Fire Protection LP	Class ID: PRIMARY					
Voucher(s): 14	Aged Totals:		\$86.75	\$0.00	\$0.00	\$86.75	\$0.00
Vendor Totals:	Vendors		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
	3		\$14,781.90	\$3,622.67	\$11,072.48	\$86.75	\$0.00

PL - Budget vs Actual

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

1 of 14
4/20/2023
3:50 PM

	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	368,101	368,101	0	4,517,457	4,517,456	1
Chamber Revenue - Member Dues	4,416	0	4,416	42,961	20,000	22,961
Retail Revenue	632	3,000	(2,368)	63,216	50,000	13,216
Retail Revenue - Merchandise Sales	0	0	0	1,417	0	1,417
Revenue - Other	28	0	28	153	0	153
Revenue - Interest & Investments						
Total Revenues	373,177	371,101	2,076	4,625,204	4,587,45	37,747
Cost of Goods Sold	1,014	2,375	(1,361)	28,796	21,375	7,421
Freight & Shipping Costs	5	0	5	559	0	559
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	1,019	2,375	(1,356)	29,892	21,375	8,517
Gross Profit	372,158	368,726	3,432	4,595,311	4,566,08	29,230
Salaries & Wages	96,248	115,644	(19,396)	747,232	1,040,797	(293,564)
P/R - Tax Expense	7,712	11,523	(3,811)	62,789	103,705	(40,916)
P/R - Health Insurance Expense	21,056	21,414	(359)	79,099	192,729	(113,630)
P/R - Workmans Comp	1,030	4,086	(3,055)	4,419	36,771	(32,352)
401(k)	2,687	4,279	(1,593)	20,558	38,512	(17,954)
Other Benefits & Expenses	890	407	484	15,437	3,660	11,777
Rent & Utilities	175	0	175	175	0	175
Rent	13,300	13,931	(631)	120,936	125,378	(4,442)
Rent - Other	1,789	0	1,789	3,537	0	3,537
Utilities	2,393	1,677	716	10,054	15,092	(5,038)
Repairs & Maintenance	10,184	1,331	8,853	28,741	11,975	16,766
Telephone & Internet	1,118	1,644	(525)	6,748	14,793	(8,045)
Supplies	1,264	0	1,264	3,547	0	3,547
Supplies - Office	6,755	1,200	5,555	21,355	10,986	10,369
Supplies - Computer	7,004	0	7,004	26,728	12,700	14,028
Mail	1,081	559	521	20,551	5,035	15,516
Mail - USPS	0	0	0	816	0	816
Mail - Fedex/UPS	57	0	57	190	0	190
Taxes, Licenses, Fees	3,261	8,771	(5,510)	22,132	78,937	(56,805)
Credit Card Fees	0	125	(125)	834	1,125	(291)
Dues & Subscriptions	6,615	1,317	5,298	26,981	11,850	15,131
Insurance/Bonding	306	1,250	(944)	13,228	11,250	1,978
Associate Relations	3,152	567	2,585	8,202	5,100	3,102
Training/Seminars	1,100	692	408	5,300	6,225	(925)
Travel	2,415	342	2,073	2,462	3,075	(613)
Automobile Expenses	592	417	175	1,919	3,750	(1,831)
Meals & Meetings	1,431	633	798	7,888	5,700	2,188
Board Functions	3,463	4,000	(537)	30,996	36,000	(5,004)
Professional Fees	14,236	5,750	8,486	101,392	51,750	49,642
Professional Fees - Attourney	2,700	2,500	200	17,631	22,500	(4,869)
Professional Fees - Accountant	0	0	0	24,084	35,000	(10,916)
Equipment Support & Maintenance	1,116	2,917	(1,801)	18,430	26,250	(7,820)
Equipment Rental/Leasing	0	718	(718)	2,666	4,960	(2,294)
Depreciation	153	153	0	1,375	1,375	0
Event Sponsorships	31,001	15,000	16,001	158,093	315,000	(156,907)
Special Event Partnership Funding	0	0	0	3,750	50,000	(46,250)
Event Operations	21	0	21	1,427	0	1,427
NLTMC Contributions	120,508	120,508	0	1,150,387	1,150,347	40
Non-NLTMC Marketing	36,439	28,917	7,522	113,236	130,250	(17,014)
In-Market/Tourism	3,406	0	3,406	78,874	0	78,874
Media/Collateral/Production	0	0	0	7,468	0	7,468
Additional Opportunities	10,000	155,078	(145,078)	312,550	1,395,702	(1,083,152)
Chamber Activities	0	832	(832)	4,750	7,486	(2,736)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	2,250	(2,250)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	0	79,432	(79,432)	0	749,451	(749,451)

PL - Budget vs Actual

PL - Budget vs Actual

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

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	Mar 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Operating Expenses	<u>416,656</u>	<u>607,860</u>	<u>(191,204)</u>	<u>3,288,967</u>	<u>5,751,96</u>	<u>(2,463,000)</u>
Net Operating Income	<u>(44,498)</u>	<u>(239,134)</u>	<u>194,636</u>	<u>1,306,345</u>	<u>(1,185,88</u>	<u>2,492,230</u>
Other Expense/<Income>						
Net Income	<u>(44,498)</u>	<u>(239,134)</u>	<u>194,636</u>	<u>1,306,345</u>	<u>(1,185,8</u>	<u>2,492,230</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	193,253	193,253	0	2,371,663	2,371,665	(2)
Revenue - Interest & Investments						
Total Revenues	193,253	193,253	0	2,371,663	2,371,666	(2)
Gross Profit	193,253	193,253	0	2,371,663	2,371,666	(2)
Salaries & Wages	24,422	34,999	(10,577)	163,477	314,992	(151,515)
P/R - Tax Expense	1,981	3,500	(1,519)	14,211	31,499	(17,288)
P/R - Health Insurance Expense	(1,045)	7,023	(8,068)	12,896	63,206	(50,310)
P/R - Workmans Comp	0	1,227	(1,227)	6	11,044	(11,037)
401(k)	634	1,327	(693)	5,367	11,940	(6,572)
Other Benefits & Expenses	0	137	(137)	411	1,230	(819)
Rent	2,227	2,529	(302)	20,043	22,763	(2,720)
Utilities	547	452	95	1,609	4,065	(2,456)
Telephone & Internet	0	468	(468)	325	4,215	(3,890)
Supplies	0	0	0	646	0	646
Supplies - Office	0	50	(50)	273	636	(364)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	1,135	(1,135)
Taxes, Licenses, Fees	0	63	(63)	1,379	563	817
Dues & Subscriptions	10	125	(115)	4,633	1,125	3,508
Associate Relations	0	83	(83)	63	750	(687)
Travel	0	58	(58)	48	525	(477)
Automobile Expenses	0	83	(83)	200	750	(550)
Meals & Meetings	42	42	0	192	375	(183)
Professional Fees	0	0	0	30	0	30
Equipment Rental/Leasing	0	241	(241)	0	1,667	(1,667)
Event Sponsorships	5,000	15,000	(10,000)	73,900	315,000	(241,100)
Special Event Partnership Funding	0	0	0	3,750	50,000	(46,250)
Event Operations	0	0	0	1,406	0	1,406
NLTMC Contributions	120,508	120,508	0	1,150,387	1,150,347	40
Non-NLTMC Marketing	36,249	26,833	9,416	103,301	111,500	(8,198)
In-Market/Tourism	3,406	0	3,406	66,126	0	66,126
Media/Collateral/Production	0	0	0	6,155	0	6,155
Additional Opportunities	0	35,340	(35,340)	0	318,062	(318,062)
Allocated Administrative Overhead	98,531	29,681	68,850	511,436	280,046	231,390
Total Operating Expenses	292,511	279,896	12,615	2,142,406	2,702,43	(560,030)
Net Operating Income	(99,258)	(86,643)	(12,615)	229,257	(330,771)	560,028
Other Expense/<Income>						
Net Income	(99,258)	(86,643)	(12,615)	229,257	(330,777)	560,028

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	54,479	54,479	0	668,584	668,584	0
Revenue - Interest & Investments						
Total Revenues	54,479	54,479	0	668,584	668,584	0
Gross Profit	54,479	54,479	0	668,584	668,584	0
Salaries & Wages	3,212	3,831	(620)	26,614	34,479	(7,865)
P/R - Tax Expense	243	383	(140)	2,120	3,448	(1,328)
P/R - Health Insurance Expense	(63)	616	(678)	1,145	5,541	(4,396)
P/R - Workmans Comp	0	134	(134)	0	1,209	(1,209)
401(k)	102	153	(51)	738	1,379	(641)
Other Benefits & Expenses	0	10	(10)	0	90	(90)
Rent	396	174	222	3,563	1,567	1,996
Utilities	99	33	66	164	297	(134)
Telephone & Internet	0	34	(34)	0	308	(308)
Supplies - Office	0	83	(83)	0	750	(750)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	225	(225)
Dues & Subscriptions	0	17	(17)	0	150	(150)
Associate Relations	0	17	(17)	0	150	(150)
Automobile Expenses	0	42	(42)	0	375	(375)
Meals & Meetings	0	83	(83)	0	750	(750)
Equipment Rental/Leasing	0	18	(18)	0	122	(122)
Event Sponsorships	25,000	0	25,000	50,000	0	50,000
Non-NLTMC Marketing	0	417	(417)	0	3,750	(3,750)
Additional Opportunities	0	68,348	(68,348)	79,892	615,128	(535,236)
Allocated Administrative Overhead	14,725	8,367	6,358	38,703	78,946	(40,243)
Total Operating Expenses	43,714	82,785	(39,071)	203,073	749,365	(546,292)
Net Operating Income	10,765	(28,306)	39,071	465,511	(80,781)	546,292
Other Expense/<Income>						
Net Income	10,765	(28,306)	39,071	465,511	(80,781)	546,292

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	26,871	26,871	0	329,775	329,774	1
Retail Revenue	632	3,000	(2,368)	63,216	50,000	13,216
Retail Revenue - Merchandise Sales	0	0	0	1,417	0	1,417
Revenue - Interest & Investments						
Total Revenues	27,503	29,871	(2,368)	394,408	379,774	14,634
Cost of Goods Sold	1,014	2,375	(1,361)	28,796	21,375	7,421
Freight & Shipping Costs	5	0	5	559	0	559
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	1,019	2,375	(1,356)	29,892	21,375	8,517
Gross Profit	26,484	27,496	(1,012)	364,516	358,399	6,116
Salaries & Wages	13,377	13,002	375	131,492	117,017	14,475
P/R - Tax Expense	1,116	1,259	(143)	12,694	11,327	1,367
P/R - Health Insurance Expense	(137)	2,013	(2,150)	2,350	18,117	(15,767)
P/R - Workmans Comp	0	487	(487)	0	4,383	(4,383)
401(k)	392	337	55	4,053	3,031	1,022
Other Benefits & Expenses	0	40	(40)	82	360	(278)
Rent	6,650	6,848	(198)	59,850	61,628	(1,778)
Utilities	303	465	(162)	763	4,185	(3,422)
Repairs & Maintenance	0	0	0	36	0	36
Telephone & Internet	0	137	(137)	200	1,234	(1,034)
Supplies	0	0	0	1,133	0	1,133
Supplies - Office	760	458	302	3,398	4,125	(727)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	150	(150)
Taxes, Licenses, Fees	1,399	25	1,374	1,532	225	1,307
Credit Card Fees	0	125	(125)	606	1,125	(519)
Dues & Subscriptions	55	17	38	55	150	(95)
Associate Relations	0	42	(42)	118	375	(257)
Automobile Expenses	0	83	(83)	201	750	(549)
Meals & Meetings	94	8	86	637	75	562
Equipment Rental/Leasing	0	71	(71)	139	488	(349)
Event Operations	21	0	21	21	0	21
Non-NLTMC Marketing	0	417	(417)	0	3,750	(3,750)
Additional Opportunities	0	15,101	(15,101)	0	135,908	(135,908)
Allocated Administrative Overhead	12,205	4,127	8,078	72,640	38,940	33,700
Total Operating Expenses	36,234	45,077	(8,843)	292,291	407,342	(115,051)
Net Operating Income	(9,750)	(17,581)	7,831	72,224	(48,943)	121,167
Other Expense<Income>						
Net Income	(9,750)	(17,581)	7,831	72,224	(48,943)	121,167

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	20,246	20,246	0	248,460	248,460	0
Chamber Revenue - Member Dues	0	0	0	0	20,000	(20,000)
Revenue - Interest & Investments						
Total Revenues	20,246	20,246	0	248,460	268,460	(20,000)
Gross Profit	20,246	20,246	0	248,460	268,460	(20,000)
Salaries & Wages	6,346	10,856	(4,510)	40,478	97,704	(57,226)
P/R - Tax Expense	484	1,086	(602)	3,221	9,770	(6,549)
P/R - Health Insurance Expense	(125)	2,869	(2,995)	2,290	25,825	(23,535)
P/R - Workmans Comp	0	381	(381)	0	3,425	(3,425)
401(k)	149	384	(235)	1,013	3,458	(2,445)
Other Benefits & Expenses	0	43	(43)	0	390	(390)
Rent	464	904	(440)	4,176	8,140	(3,964)
Utilities	112	143	(31)	188	1,289	(1,101)
Telephone & Internet	0	149	(149)	175	1,337	(1,162)
Supplies - Office	0	150	(150)	0	1,350	(1,350)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	225	(225)
Dues & Subscriptions	390	17	373	3,121	150	2,971
Associate Relations	0	42	(42)	500	375	125
Automobile Expenses	0	42	(42)	138	375	(238)
Meals & Meetings	0	83	(83)	0	750	(750)
Equipment Rental/Leasing	0	77	(77)	0	529	(529)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	9,150	3,750	5,400
Additional Opportunities	10,000	0	10,000	232,658	0	232,658
Chamber Activities	0	832	(832)	4,750	7,486	(2,736)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	2,250	(2,250)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	9,052	2,948	6,104	60,167	27,814	32,353
Total Operating Expenses	26,872	21,696	5,175	362,793	231,591	131,202
Net Operating Income	(6,626)	(1,451)	(5,175)	(114,332)	36,869	(151,201)
Other Expense<Income>						
Net Income	(6,626)	(1,451)	(5,175)	(114,332)	36,869	(151,201)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	27,976	27,976	0	343,328	343,327	1
Revenue - Interest & Investments						
Total Revenues	27,976	27,976	0	343,328	343,327	1
Gross Profit	27,976	27,976	0	343,328	343,327	1
Salaries & Wages	4,250	7,429	(3,179)	35,488	66,857	(31,368)
P/R - Tax Expense	318	743	(425)	2,808	6,686	(3,877)
P/R - Health Insurance Expense	(119)	1,490	(1,609)	1,032	13,406	(12,374)
P/R - Workmans Comp	0	260	(260)	0	2,344	(2,344)
401(k)	144	297	(153)	821	2,674	(1,853)
Other Benefits & Expenses	0	23	(23)	0	210	(210)
Rent	569	406	163	5,122	3,656	1,466
Utilities	145	77	68	242	694	(452)
Telephone & Internet	0	80	(80)	0	720	(720)
Supplies - Office	0	42	(42)	0	375	(375)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	225	(225)
Dues & Subscriptions	0	17	(17)	0	150	(150)
Associate Relations	0	17	(17)	0	150	(150)
Automobile Expenses	0	42	(42)	0	375	(375)
Meals & Meetings	0	42	(42)	0	375	(375)
Equipment Rental/Leasing	0	41	(41)	0	285	(285)
Non-NLTMC Marketing	0	417	(417)	0	3,750	(3,750)
Additional Opportunities	0	28,299	(28,299)	0	254,695	(254,695)
Allocated Administrative Overhead	2,696	4,297	(1,601)	11,695	40,540	(28,845)
Total Operating Expenses	8,003	44,042	(36,040)	57,343	399,916	(342,573)
Net Operating Income	19,973	(16,067)	36,040	285,985	(56,589)	342,574
Other Expense/<Income>						
Net Income	19,973	(16,067)	36,040	285,985	(56,589)	342,574

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	12,147	12,147	0	149,076	149,076	(1)
Revenue - Interest & Investments						
Total Revenues	12,147	12,147	0	149,076	149,076	(1)
Gross Profit	12,147	12,147	0	149,076	149,076	(1)
Salaries & Wages	4,250	6,095	(1,845)	35,488	54,857	(19,368)
P/R - Tax Expense	318	610	(292)	2,808	5,486	(2,677)
P/R - Health Insurance Expense	(119)	1,036	(1,156)	1,032	9,327	(8,295)
P/R - Workmans Comp	0	214	(214)	0	1,923	(1,923)
401(k)	144	244	(100)	821	2,194	(1,373)
Other Benefits & Expenses	0	17	(17)	0	150	(150)
Rent	458	290	168	4,120	2,611	1,509
Utilities	112	55	57	334	496	(162)
Telephone & Internet	0	57	(57)	0	514	(514)
Supplies - Office	0	42	(42)	0	375	(375)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	225	(225)
Dues & Subscriptions	0	17	(17)	0	150	(150)
Associate Relations	0	17	(17)	0	150	(150)
Automobile Expenses	0	42	(42)	0	375	(375)
Meals & Meetings	0	42	(42)	0	375	(375)
Equipment Rental/Leasing	0	29	(29)	0	203	(203)
Event Sponsorships	1,001	0	1,001	33,693	0	33,693
Non-NLTMC Marketing	0	417	(417)	0	3,750	(3,750)
Additional Opportunities	0	7,990	(7,990)	0	71,909	(71,909)
Allocated Administrative Overhead	3,131	1,866	1,265	17,612	17,603	10
Total Operating Expenses	9,295	19,103	(9,808)	96,043	173,723	(77,681)
Net Operating Income	2,852	(6,955)	9,808	53,033	(24,647)	77,680
Other Expense/<Income>						
Net Income	2,852	(6,955)	9,808	53,033	(24,647)	77,680

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	18,405	18,405	0	225,873	225,873	0
Revenue - Interest & Investments						
Total Revenues	18,405	18,405	0	225,873	225,873	0
Gross Profit	18,405	18,405	0	225,873	225,873	0
Allocated Administrative Overhead	0	28,146	(28,146)	111,317	265,562	(154,245)
Total Operating Expenses	0	28,146	(28,146)	111,317	265,562	(154,245)
Net Operating Income	18,405	(9,741)	28,146	114,556	(39,689)	154,245
Other Expense/<Income>						
Net Income	18,405	(9,741)	28,146	114,556	(39,689)	154,245

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

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	Mar 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	7,362	7,362	0	90,349	90,349	0
Revenue - Interest & Investments						
Total Revenues	<u>7,362</u>	<u>7,362</u>	<u>0</u>	<u>90,349</u>	<u>90,349</u>	<u>0</u>
Gross Profit	7,362	7,362	0	90,349	90,349	0
Taxes, Licenses, Fees	<u>0</u>	<u>7,333</u>	<u>(7,333)</u>	<u>7,167</u>	<u>66,000</u>	<u>(58,833)</u>
Total Operating Expenses	<u>0</u>	<u>7,333</u>	<u>(7,333)</u>	<u>7,167</u>	<u>66,000</u>	<u>(58,833)</u>
Net Operating Income	<u>7,362</u>	<u>29</u>	<u>7,333</u>	<u>83,183</u>	<u>24,349</u>	<u>58,833</u>
Other Expense/<Income>						
Net Income	<u><u>7,362</u></u>	<u><u>29</u></u>	<u><u>7,333</u></u>	<u><u>83,183</u></u>	<u><u>24,349</u></u>	<u><u>58,833</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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4/20/2023
3:50 PM

	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	7,362	7,362	0	90,349	90,349	0
Revenue - Other	0	0	0	60	0	60
Revenue - Interest & Investments						
Total Revenues	7,362	7,362	0	90,409	90,349	60
Gross Profit	7,362	7,362	0	90,409	90,349	60
Utilities	0	0	0	487	0	487
Dues & Subscriptions	0	0	0	430	0	430
Allocated Administrative Overhead	0	0	0	57	0	57
Total Operating Expenses	0	0	0	974	0	974
Net Operating Income	7,362	7,362	0	89,435	90,349	(914)
Other Expense/<Income>						
Net Income	7,362	7,362	0	89,435	90,349	(914)

PL - Budget vs Actual
 North Lake Tahoe Resort Association
 NLTRA:10 CAP/TOT/ Housing&Trans

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 4/20/2023
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	<u>Mar 2023</u>			<u>Fiscal 2022/23 YTD</u>		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenue - Interest & Investments						
Allocated Administrative Overhead	<u>0</u>	<u>0</u>	<u>0</u>	<u>29</u>	<u>0</u>	<u>29</u>
Total Operating Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>29</u>	<u>0</u>	<u>29</u>
Net Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>(29)</u>	<u>0</u>	<u>(29)</u>
Other Expense/<Income>						
Net Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>(29)</u></u>	<u><u>0</u></u>	<u><u>(29)</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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4/20/2023
3:50 PM

	Mar 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Chamber Revenue - Member Dues	4,416	0	4,416	42,961	0	42,961
Revenue - Interest & Investments						
Total Revenues	4,416	0	4,416	42,961	0	42,961
Gross Profit	4,416	0	4,416	42,961	0	42,961
Utilities	0	0	0	158	0	158
Telephone & Internet	0	0	0	780	0	780
Automobile Expenses	0	0	0	15	0	15
Meals & Meetings	0	0	0	56	0	56
In-Market/Tourism	0	0	0	113	0	113
Allocated Administrative Overhead	0	0	0	14,255	0	14,255
Total Operating Expenses	0	0	0	15,378	0	15,378
Net Operating Income	4,416	0	4,416	27,583	0	27,583
Other Expense/<Income>						
Net Income	4,416	0	4,416	27,583	0	27,583

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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4/20/2023
3:50 PM

	Mar 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Other	28	0	28	93	0	93
Revenue - Interest & Investments						
Total Revenues	28	0	28	93	0	93
Gross Profit	28	0	28	93	0	93
Salaries & Wages	40,392	39,432	959	314,195	354,891	(40,697)
P/R - Tax Expense	3,253	3,943	(690)	24,926	35,489	(10,563)
P/R - Health Insurance Expense	22,665	6,368	16,297	58,355	57,308	1,048
P/R - Workmans Comp	1,030	1,383	(352)	4,412	12,443	(8,030)
401(k)	1,122	1,537	(415)	7,745	13,836	(6,091)
Other Benefits & Expenses	890	137	754	14,944	1,230	13,714
Rent & Utilities	175	0	175	175	0	175
Rent	2,536	2,779	(243)	24,062	25,013	(951)
Rent - Other	1,789	0	1,789	3,537	0	3,537
Utilities	1,074	452	623	6,109	4,065	2,043
Repairs & Maintenance	10,184	1,331	8,853	28,705	11,975	16,730
Telephone & Internet	1,118	718	400	5,268	6,465	(1,197)
Supplies	1,264	0	1,264	1,768	0	1,768
Supplies - Office	5,995	375	5,620	17,685	3,375	14,310
Supplies - Computer	7,004	0	7,004	25,628	3,500	22,128
Mail	1,081	417	664	20,551	3,750	16,801
Mail - USPS	0	0	0	816	0	816
Mail - Fedex/UPS	57	0	57	190	0	190
Taxes, Licenses, Fees	1,862	1,250	612	12,055	11,250	805
Credit Card Fees	0	0	0	229	0	229
Dues & Subscriptions	6,160	1,108	5,051	18,743	9,975	8,768
Insurance/Bonding	306	1,250	(944)	13,228	11,250	1,978
Associate Relations	3,152	350	2,802	7,521	3,150	4,371
Training/Seminars	1,100	692	408	5,300	6,225	(925)
Travel	2,415	283	2,132	2,415	2,550	(135)
Automobile Expenses	592	83	509	1,365	750	615
Meals & Meetings	1,295	333	962	7,003	3,000	4,003
Board Functions	3,463	4,000	(537)	30,996	36,000	(5,004)
Professional Fees	14,236	5,750	8,486	101,362	51,750	49,612
Professional Fees - Attourney	2,700	2,500	200	17,631	22,500	(4,869)
Professional Fees - Accountant	0	0	0	24,084	35,000	(10,916)
Equipment Support & Maintenance	1,116	2,917	(1,801)	18,430	26,250	(7,820)
Equipment Rental/Leasing	0	241	(241)	2,527	1,667	860
Depreciation	153	153	0	1,375	1,375	0
Non-NLTMC Marketing	190	0	190	785	0	785
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	0	0	0	1,313	0	1,313
Allocated Administrative Overhead	(140,339)	0	(140,339)	(837,912)	0	(837,912)
Total Operating Expenses	29	79,782	(79,753)	155	756,031	(755,877)
Net Operating Income	0	(79,782)	79,782	(62)	(756,031)	755,970
Other Expense/<Income>						
Net Income	0	(79,782)	79,782	(62)	(756,031)	755,970

PL - Budget vs Actual



MEMORANDUM

Date: April 27, 2023

TO: Board of Directors

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

NTCA Event Sponsorship Funds:

The North Tahoe Community Alliance (NTCA) 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 Christin Hanna, Director of Lake Tahoe Dance Collective on April 25. She requested \$30,000 for the NTCA to sponsor Lake Tahoe Dance Festival. The committee recommends a \$20,000 sponsorship. The TD committee believes that the festival helps to promote North Lake Tahoe as a cultural destination, positively impacts the businesses in the region, and helps to strengthen relationships with community partners.

Consent Requested: To sponsor Lake Tahoe Dance Festival with a \$20,000 sponsorship

APRIL PRESENTATIONS:

Overview: Christin Hanna requested \$30,000 for the Lake Tahoe Dance Festival. She would like to use the funds for marketing to grow awareness for this iconic festival and bring high caliber performers to this region. The event promotes the Arts and North Lake Tahoe as a cultural destination. 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.

- NTCA sponsored the event in 2022 in the amount of \$17,500. (Partnership \$2,500 and Producer \$15,000)
- They received a \$5000 grant in 2023 from NTCA in the producer sponsorship round.
- In 2022 they had 1,250 spectators with 13% local, 19% in CA, 19% Reno/Sac, and 49% out of state.
- They have hosted the event in Tahoe for 10 years.
- The event serves as major fundraiser for their year-round programming.
- Their school has grown to over 150 students, 22 of whom are on scholarship.
- 77% stayed three nights or more in North Lake Tahoe, 94% of which stated they'd return to Tahoe

Fiscal Impact:

- Lake Tahoe Dance Festival \$20,000

2023 Special Event Partnership Funding Application

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in December 2022 after recommendations are accepted by the NLTRA Board of Directors.

*Note Refer to "2023 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.
Note: Refer to "2023 General information" & "2023 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluations Process Details!*

Section 1: Contact Information

Special Event Name: 11th Annual Lake Tahoe Dance Festival

Event Date: Performances: July 26, 27 & 28; Young Dancers Workshop: July 26, 27 & 28

Event Host Organization: Lake Tahoe Dance Collective, INC (LTDC)

What other events have been produced by event promoter or host organization? LTDC has produced and presented its own repertory performances annually since 2009; Lake Tahoe Dance Festival since 2013, and Tahoe Nutcracker since 2019. LTDC has also presented visiting dance companies Los Angeles Ballet, Kinetech Arts, and New Chamber Ballet.

Event Mailing Address: PO Box 1766, Tahoe City, CA 96145

Event Office Phone: (530) 386-4136

Event Director or Producer: Christin Hanna and Constantine Baecher

Title: LTDC Founding Artistic Director & Lake Tahoe Dance Festival Co-Founder

Email: info@laketahodancecollective.org, costya@laketahodancecollective.org

Phone: (530) 613-4363 - Christin Hanna

Person Completing Application: Christin Hanna

Title: LTDC Founding Artistic Director

Email: info@laketahodancecollective.org

Phone: (530) 613-4363

Event Website URL: www.laketahodancecollective.org

Unique Visitors in Past 12 months: 30,163

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

Instagram Handle: [@laketahoedancecollective](https://www.instagram.com/laketahoedancecollective)

Number of Instagram Followers: 1657

Twitter Handle: Facebook & Instagram are commonly identified as the premiere platforms for performing arts organizations, according to Capacity Interactive's "2016 Arts Industry Digital Marketing Benchmark Study."

Number of Twitter Followers: _____

YouTube URL: Vimeo account: https://vimeo.com/laketahoedancecollective

Section 2: Event Overview

Q2.1 Where will the event take place? William B Layton Park in Tahoe City & West End Beach, Donner Lake in Truckee

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

Yes

No (If *no", explain why) _____

Q2.3 Including 2022, how many years has the event occurred in the North Lake Tahoe region? 10 years

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested, if looking additional funding (not for marketing please specify breakdown HERE:

\$35,000 - \$20K for marketing, \$15K for Guest Artists

Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)

The Lake Tahoe Dance Festival (LTDF) has grown and prospered since its inception in 2013, is locally-conceptualized and has proven itself highly successful and has established itself as a unique cultural experience both within our region and within the larger “dance” world.

LTDF, held annually in July, is a presentation of the Lake Tahoe Dance Collective, a 501c3 non-profit organization whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

In 2022, LTDF received \$2500 from the Special Event Marketing Grant and an additional \$15,000 in NLTRA Event Sponsorship monies, which unfortunately was all that was available due to the shortened term of TOT funding prior to TBID funding becoming available, as compared with the \$5000 and \$20,000 received in 2021. These funds enabled us to re-hire an excellent PR Firm and Social Media Manager specializing in performing arts events on a national level. Additionally, we grew partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of survey respondents, 77% stayed three nights or more in North Lake Tahoe, 94% of which stated they’d return to Tahoe. Furthermore, our Net Promoter Score was an 91, far above industry standard.

Because our event is nonprofit and holds a mission to provide a world-class event at affordable ticket prices, we seek funding from the North Lake Tahoe Resort Association to once again assist us in marketing this unique cultural gem.

These funds from the North Lake Tahoe Resort Association would enable us to continue the path it has supported since our inception in marketing an event that has proven itself highly successful and has established itself as a unique cultural experience. Our “product” is proven, we seek your assistance to broaden our reach and continue to grow awareness for this iconic Festival on a national and international scale. As we grow the festival to host larger-name artists, our costs have increased in artist’s fees, in addition to rising costs for travel and general expenses in line with recent inflation.

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

Yes

No (If “no”, explain why)

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

Should our request not be funded, or only partially funded, we will not be able to engage our

excellent marketing team who have been building steady momentum in gaining national and international recognition of the Lake Tahoe Dance Festival, and our plan in moving forward with growing the awareness and reach for the event and North Lake Tahoe as a cultural destination as a whole.

Despite the challenges to performing arts organizations during the COVID-19 pandemic, one of the hardest-hit industries, the knowledge of the Lake Tahoe Dance Festival spread far and wide through our 2020 online presentation and our successful return to the stage in 2021, thanks in huge part to our marketing plan.

It is also important to note that our partnership with NLTRA has supported a shared mission - one of NLTRA's tier 2 mission of supporting arts and culture. LTDC is the only locally-driven performing arts presenter in our area, with a year-round presence that provides performances of a professional caliber and programming for residents and visitors alike.

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

Yes

No

We are a 501c3 nonprofit organization. Our funding comes from foundation grants, sponsorships, and donations.

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: \$2500

Q4.2 2023 Out-of-Market Paid Advertising Budget: \$15,000

Q4.3 Optional: 2022 Out-of-Marketing Public Relations Equivalency: _____

Section 5: Broadcast Opportunities (TV or Webcast)

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

Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)

IN AREA PARTNERSHIPS:

- Tahoe Weekly, Moonshine Ink, NLT Visitor's Guide & Tahoe Quarterly are all media sponsors and give us a discount on advertising

OUT OF AREA:

- GOOGLE AD GRANTS recipient in 2021 & 2022 of more than \$30,000 to date
- DIY Dancer is a national publication and blog that comes to the event to cover through social media
- Conversations on Dance Podcast is an in-kind sponsors
- Theater Development Fund
- Fjord Review
- LA Dance Chronicle

No

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

Yes (Continue to Q5.3)

No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

Local

Regional (identify cities or DMAs)

National

International

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

- Network or Cable TV
 - Broadcast Affiliates: _____
 - Air Dates: _____
 - Program Length: _____
- Webcast
 - Provider: Ourselves!Self! Since our online Dance Festival presentation in 2020 (necessitated by COVID), we have been praised for our online presentations. Much like the rest of the performing arts world is experiencing, we are looking ahead to evolve our organization into the future of streaming arts platforms. We have had initial talks with independent producers and production companies regarding the live-capture of the work presented at the Lake Tahoe Dance Festival.

Currently, our performance is filmed and then presented on our website, with registration required to view, following the in-person performances and available for a limited

amount of time.

Air Dates: The webcast is available to view for one week. Occasionally, some works are not available to view on the webcast due to the rights agreements with those entities that license the works, which is common in our industry.

Program Length: usually about one hour

• Remarks, if any: _____

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

Yes (Provide details) 1248 online views of 2022 presentation

No

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

Yes

No

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

Yes

No

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2022.



TAHOE GETAWAYS

Let Tahoe Getaways, with its extensive list of vacation homes throughout North Tahoe and Truckee, help you find the perfect rental in Tahoe to enjoy this magical place and access all your favorite activities from your doorstep. Tahoe Getaways offers both great service and rental homes as extraordinary as their majestic setting.

Enjoy a 10% discount using the code **TGDANCE** with the link below when booking your trip to the Lake Tahoe Dance Festival!

BOOK NOW!



BASECAMP HOTEL

Basecamp Tahoe City is a boutique hotel built for exploring the incredible lakes, trails, and mountains in the Lake Tahoe Basin. Our accommodations are located in the heart of Tahoe City, a short 5 minute walk to the lake and right here in Downtown Tahoe City.

Our 24 stylish rooms are designed for adventure and relaxation seekers alike, with the amenities and style of a modern resort, but at more reasonable prices. Come stay with us and let our Basecamp Hotel lodging be your springboard for your Lake Tahoe adventure.

Basecamp Hotel Tahoe City is happy to partner with the Lake Tahoe Dance Collective to extend a special 20% savings to guests attending the 2022 Lake Tahoe Dance Festival in July! Call 530-580-8430 and reference the code **LTDANCE2022** for assistance booking.

BOOK NOW!



PEPPERTREE INN

Located across the street from the great blue lake, Pepper Tree Inn is conveniently located in central Tahoe City, just a hop, skip, and a jump from restaurants, shops, trails, museum, the beach, the slopes, and splendid view points. Our multi-story building offers exquisite lakefront views and a glimmer of Tahoe's endless wonders and outdoor adventures.

Pepper Tree Inn, located at the heart of Tahoe City tells its own unique story. Built in anticipation of the 1960 winter Olympics, with its mountain décor, amazing views of the Summit, and Lake Tahoe's crystal clear waters. It's the perfect getaway!

The Pepper Tree Inn is happy to partner with the Lake Tahoe Dance Collective to extend a special 20% savings to guests attending the 2022 Lake Tahoe Dance Festival in July!

Call 530-583-3711 and reference the code **LTDANCE2022** for assistance booking.

BOOK NOW!

Q6.2 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established. While our lodging is always extended to multiple options in the area, we will continue to work with our long-time partners, Tahoe Getaways, Peppertree Inn and Basecamp.

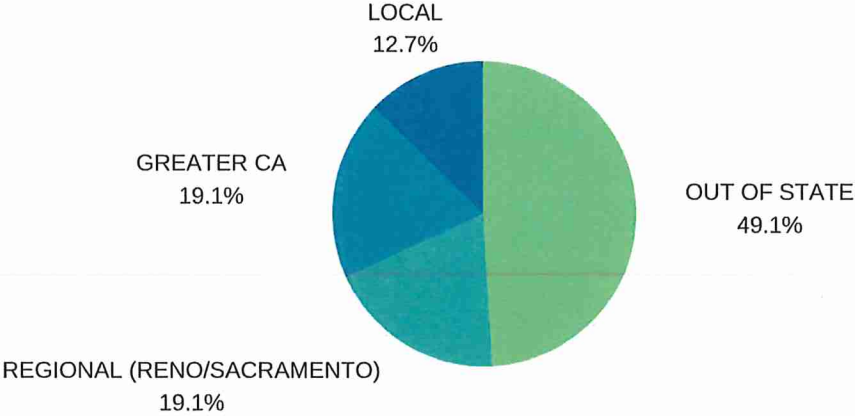
Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):•

Of Event Participants: 1009 ticket buyers

Q7.2 Using 2022 data what percentage of participants/spectators were from out-of-market?

AUDIENCE BREAKDOWN



Q7.3 Projected Spectator/Fan Attendance: 1250

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.

This is an estimate based on an increased investment in marketing with a larger amount of funding will have a direct correlation with the number of people who will be marketed to and therefore become aware of and attend the event, conservatively at 124%.

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: 23 Nights booked by event volunteers/staff/etc. Estimated between 866 and 1548 paid room nights in Placer County by audience based on survey results (see breakout below)
- Complimentary Room Nights: 148 room nights donated by volunteers/hosts for artists/visiting production staff

Q8.2 Explain how 2022 room nights were calculated.

Projections based on scale utilizing reporting from ticket sales and survey results from 2022.

PROJECTION FROM TICKET SALES

Total audience: Unique Attendees 1002

- **Local (NLT/Truckee) 12.7%**
- **Regional (Sacramento to Reno) 19.1%**
- **Other CA/Out of State/International 68.2%**

IF ONLY THE 50% of Out of Area attendees pay lodging, that's 683 people, 342 couples*. If that's all couples and they each stay two nights, we will have 683 room nights.

PROJECTION FROM AUDIENCE SURVEY - Where did you stay?

Total audience: Unique Attendees 1002

- **Friends/Family in the Area 14%**
- **Second Home/Vacation Unit 22%**
- **Lodging 64%**

OF THIS LODGING, ONLY 14% WAS REPORTED TO BE OUTSIDE OF PLACER COUNTY, MEANING 86% OF LODGING WAS PURCHASED IN TAHOE CITY, WEST SHORE, KINGS BEACH, NORTHSTAR AND OLYMPICVALLEY.

86% of 1002 attendees = 861

"HOW MANY NIGHTS DID YOU STAY" within this percentage?

- **1 Night - 6%; 6% of 861 = 52 ppl.**
- **2 Nights - 17%; 17% of 861 = 146 ppl.**
- **3 Nights - 31%; 31% of 861 = 267 ppl.**
- **4 Nights - 2%; 2% of 861 = 17 ppl.**
- **5+ Nights - 44%; 44% of 861 = 379 ppl.**

OF THIS MODEL, assuming all attendees are couples*, as done in the ticket sales model:

- 52ppl = 26 couples in 1 room night = 26 rooms
- 146ppl = 73 couples in 2 room nights = 146 rooms
- 267ppl = 133 couples in 3 room nights = 399 rooms
- 17ppl = 8 couples in 4 room nights = 32 rooms
- 379ppl = 147 couples in 5 room nights = 945 rooms

*calculations based on couples because over 50% of survey respondents stated their party was 2 or more persons

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? Including our links to our three lodging partners mentioned above, our survey results yielded that 34% of attendees stayed on the West Shore, 41% stayed in Tahoe City, and 5% in Olympic Valley.

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: based on 124% increase, 29 Nights booked by event volunteers/staff/etc. Estimated between 1074 and 1920 paid room nights in Placer County
- Projected Complimentary Room Nights: 150

Q8.5 Explain how 2023 room nights were calculated.

Based on 124% increase.

Section 9: Event Staff & Board of Directors

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

√ Paid Staff

√ Volunteer Committee

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

Production Team:

- Christin Hanna - Founder, Artistic Director, Producer, Curator *paid staff
- Constantine Baecher - Royal Danish Ballet, Carolyn Carlson Company, Copenhagen International Choreography Competition - Festival Co-Founder, Producer, Curator, Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Kristina Berger - Erick Hawkins Dance Company/Lester Horton Dance Theater/Dean College - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor

- Holly Curran - New Chamber Ballet, Metropolitan Opera Ballet Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Daniel Baudendistel - American Ballet Theater, Joffrey Ballet, Bar Lubovitch Dance Company - Master Teacher & choreographer for the Young Dancer's Workshop *paid independent contractor
- Alex Tolger - Gala Opening Night Caterer

Gala Opening Night Committee/ Front of House/Box Office Volunteers

- Kathleen Dale - Guest Liason, Volunteer Coordinator *volunteer - board member
- Kathleen Hanna - Guest Liason, Floral Design & Aesthetics Coordinator, Bartender*Volunteer
- Jennifer Saathoff - Bartender, server *Volunteer
- Tony Clark - Bartender, server *Volunteer
- Elena Prisco - Bartender, server *Volunteer
- Debi Pierce - Bartender, server *Volunteer
- Vince, Allyson, Steve, Maria, Tony - production team/stage builders *Volunteers
- John Pang, Sound engineer *Volunteer
- Lynda Walsh - Box Office

Q9.3 Provide the names of event's Board of Directors, if applicable.

Timea Griset, Michael Gelbman, Kathy nicholas, Kathleen Dale, Marjie Prisco and Hillary Lane Hochberg.

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2022 events. NLTRA, Tahoe Truckee Community Foundation, Arts Council of Placer County, Interwest Insurance, Individual Donors.

Q10.2 Identify the top 5 sponsors that the event will target for 2023.

NLTRA, Tahoe Truckee Community Foundation, Arts Council of Placer County, National Endowment for the Arts, Fidelity National bank.

Section 11: Acknowledgements & Electronic Signature

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

Yes

No

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

Yes

No

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

Yes

No (If "no", explain why)

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or shape existing information if event conducts their own survey.

Yes

No (If "no", explain why)

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

Yes

No (If "no", explain why)

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

Yes

No (If "no", explain why)

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

Yes

No (If "no", explain why)

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

event. Name:Christin Hanna Date: 10/28/2022



Adrian Danchig-Waring and Indiana Woodward, principal dancers with New York City Ballet, in Jerome Robbins' "Three Chopin Dances."

Event Overview

The Lake Tahoe Dance Festival, held annually in July, is a presentation of the Lake Tahoe Dance Collective, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

Through the Festival, we offer the finest professional dance and dance instruction in North Lake Tahoe.

This includes a three-week workshop for young dancers, who then perform alongside some of the finest international guest artists and choreographers in the three performance evenings of the Festival.

The Festival is directed by longtime friends and collaborators, Constantine Baecher (Royal Danish Ballet) and Christin Hanna (Founding Artistic Director, LTDC), whose friendship started in 1998 at American Ballet Theatre's summer program in New York.

To further collaboration between professional artists and young dancers, the festival offers three days of main stage performances, audience participatory demonstrations, site-specific installations, meet-the-artists talks and more.

The festival celebrates a variety of innovative new works while preserving beloved classics of the past: including works by George Balanchine, Lester Horton, Erick Hawkins, Agnes DeMille, Gerald Arpino and Jerome Robbins

In 2021, the Lake Tahoe Dance Festival presented an evening of entirely newly-commissioned works in support of our artists who had been without work for over a year due to the COVID-19 pandemic.

In its first 9 years, the Festival has established itself within the dance world for taking risks and fostering groundbreaking new works by up-and-coming choreographers. The Festival's diverse offerings in programming represent a wide range of dance styles and disciplines. First-rate dancers from New York City Ballet, Billy Elliott (Broadway), Dance Theater of Harlem, Martha Graham Dance, Dresden-Frankfurt Dance Company, Ballet Black (London), SFDanceworks, Aspen Santa Fe Ballet, Frankfurt Ballet, San Francisco Ballet, Los Angeles Ballet, Paul Taylor American Dance, and Robert Moses KIN have graced the Lake Tahoe Dance Festival stage, to name a few.



Kristina Berger, Erick Hawkins Dance Company, and Lloyd Knight, Martha Graham Dance, in Katherine Duke's staging of Erick Hawkins' "Acrobat of Innocence."

Goals for the 2023 Lake Tahoe Dance Festival

In 2023, we envision yet another outstanding Festival in continuance of our highly successful model of presenting phenomenal guest artists in our uniquely beautiful world-class setting.

The Lake Tahoe Dance Festival will continue to include international guest dancers and choreographers, exceptional new and classic works, and a three-week Young Dancers Workshop. Our young dancers will also realize the opportunity to perform alongside professional Festival artists.

In 2020, we also evaluated our organization's support of artists of color and diverse backgrounds. We bring world class dance from all walks of life to our community in order to educate our students and audience. Diversity is an integral part of our history, culture, and identity. Inclusion is the way we welcome and embrace all differences. We aim to create an inclusive culture across our entire organization where all forms of diversity are valued and given an authentic sense of belonging. We believe dance is a human right that we are fostering, facilitating and offering to all students, audience members and artists, and will continue to foster artists from all backgrounds.

Tenets of the LTDF Model of Success:

- Maximize performances: increase marketing reach and continue to engage the finest professional artists who in turn will draw additional audiences, thus benefiting the entire community through cultural tourism.
- A-List guest performers: This is the key to our success. These artists lend greater credibility to our growing Festival because of their strong, established reputations within the dance world. The works these artists perform are often items in their “bucket lists,” that may not be the kind of repertory that is performed in their regular companies, so the audience then has the chance to see these artists in works not seen anywhere else.

Project Feasibility, Accessibility, Management & Evaluation:

LTDF has grown to three performance evenings in two locations. This growth has been accompanied by several challenges that we have met: we now own our own portable staging; enjoy a consistently growing audience base; and present a well-rounded artistic program that offers a diverse ‘sampling’ to our audiences who may be seeing dance for the first time. We have accomplished all this while keeping our ticket prices at affordable rates as we feel strongly that we do not want to price our performances out of the range of affordability for many.

In addition to our performances, we present a range of exciting opportunities for our audiences to engage with our artists and programs that are always free. These include: Meet the Artist talks, Post-Show Q&As, Pre-Performance talks, and Open Rehearsals.

Our evaluation process includes tracking attendance by ticket purchases to attend the event and gauging audience response with a post-event survey.



Ethan Price and Kate Loxtercamp, Principal Dancers with Ballet Arizona, in Gerald Arpino's "Light Rain."

Who Are We:

Christin Hanna is the founding Artistic Director of the Lake Tahoe Dance Collective, the producing entity of the Lake Tahoe Dance Festival. Christin is invested in the community, her home town, and has served on the Board of Directors of the Tahoe City Downtown Association. Her background as a successful professional dancer and teacher as well as her personal relationships with the families, business owners, and leaders in the community have benefitted the creation of the Festival many times over. Her connections in the professional dance world link the finest dance and dance artists to the beautiful stage setting of Lake Tahoe.

Co-Director Constantine Baecher has enjoyed an international career in dance (Royal Danish Ballet, Hamburg Ballet, Compagnie du Carolyn Carlson), as well as having founded the Copenhagen International Choreography Competition. Constantine's extensive personal relationships with dancers, choreographers and companies around the world coalesce with his desire to foster a place where artists come to share their works with a new community and are inspired by the beautiful surroundings of Lake Tahoe.

The artists we have brought to the Lake Tahoe Dance Festival possess backgrounds and expertise that span an entire spectrum from classical to contemporary, offering both new works and a commitment to the preservation and performance of beloved classics.

How Your Project Would Be Adapted if Only Partially Funded:

If only partially funded, our Festival would scale our guest artists and marketing budgets accordingly to continue to grow slowly but surely. Because we find ourselves in a beautiful but rural area that does not often showcase the level of performing arts seen in more affluent, urban areas, we look to the North Lake Tahoe Resort Association to champion a cultural event to diversify experiential offerings and incentives for visiting North Lake Tahoe. We believe this partnership will become an integral part of our mission to grow the Lake Tahoe Dance Festival.

2022 Event P&L

	Jan - Dec '22
Ordinary Income/Expense	
Income	
4000 — Revenue from Direct Cont.	
4010 — Individ, Small Bus. Cont.	26.59
4020 — Corporate Contributions	15,000.00
Total 4000 — Revenue from Direct Co...	15,026.59
4200 — Revenue from Non-Gov Grant	
4230 — Foundation Support	2,500.00
Total 4200 — Revenue from Non-Gov ...	2,500.00
5100 — Program Income	
5110 — Workshops/Master Classes	6,000.00
5120 — Ticket Sales	10,684.50
Total 5100 — Program Income	16,684.50
5400 — Revenue from Other Sources	
Retail Sales Net	
5410 — Retail Sales	292.32
5415 — Sales Cost	-161.28
Total Retail Sales Net	131.04
Total 5400 — Revenue from Other So...	131.04
Total Income	34,342.13
Gross Profit	34,342.13
Expense	
7500 — Contract Service Expenses	
7541 — Public Relations	7,712.50
7550 — Artist Fees	26,716.49

10/28/22

Lake Tahoe Dance Collective
Profit and Loss Standard
January through December 2022

	<u>Jan - Dec '22</u>
Total 7500 — Contract Service Expenses	34,428.99
8100 — Nonpersonnel Expenses	
8110 — Supplies	2,670.85
8112 — Costume supplies	212.56
8170 — Printing and Copying	1,633.43
Total 8100 — Nonpersonnel Expenses	4,516.84
8200 — Facilities and Equipment	
8210 — Rent, Parking	
8211 — Venue, rehearsal rental	395.00
Total 8210 — Rent, Parking	395.00
8260 — Equip Rental and Maintenance	506.25
Total 8200 — Facilities and Equipment	901.25
8300 — Travel and Meetings	
8310 — Travel	4,306.53
8315 — Lodging	138.00
8320 — Conferences, conv, meetings	42.28
8330 — Artists Meals	5,090.53
8340 — Catering	54.19
8300 — Travel and Meetings - Other	14.84
Total 8300 — Travel and Meetings	9,646.37
8500 — Other Expenses	
8570 — Advertising Expenses	
8571 — Marketing Advertising	2,140.00
Total 8570 — Advertising Expenses	2,140.00
8590 — Other Expenses	
8591 — merchant services & bank fees	65.91

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10/28/22

Lake Tahoe Dance Collective
Profit and Loss Standard
January through December 2022

	<u>Jan - Dec '22</u>
8592 — Licensing Fees	<u>615.00</u>
Total 8590 — Other Expenses	<u>680.91</u>
Total 8500 — Other Expenses	<u>2,820.91</u>
Total Expense	<u>52,314.36</u>
Net Ordinary Income	<u>-17,972.23</u>
Net Income	<u><u>-17,972.23</u></u>

Event Budget

This budget, and the corresponding P&L given in the application, only reflect income and expenses related directly to the Lake Tahoe Dance Festival. For a more full picture of our organization's year-round operating budget, please email us!

INCOME	W/O NLTRA	WITH NLTRA
FOUNDATION GRANTS	\$10,000	\$15,000
SPONSORSHIPS (CASH)	\$10,000	\$40,000
SPONSORSHIPS (IN-KIND)	\$12,500	\$12,500
EVENT INCOME (TICKET SALES, WORKSHOP TUITION)	\$20,000	\$40,000
TOTAL INCOME	\$52,500	\$107,500

EXPENSE	W/O NLTRA	WITH NLTRA
NON-PERSONNEL EXPENSES (COSTUMES, ETC)	\$5,000	\$5,000
FACILITIES & EQUIPMENT (PAID VENUE & REHEARSAL SPACE, EQUIPMENT RENTAL/ PURCHASES)	\$3,000	\$3,000
TRAVEL & MEETINGS (INCLUDES GUESTS FLIGHTS, MEALS, AND CATERING FOR GALA EVENT)	\$25,000	\$25,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$15,000	\$30,000
ADVERTISING/MARKETING EXPENSES	\$4,000	\$24,000
OTHER EXPENSES (LICENSING, PRODUCTION, ETC)	\$20,000	\$20,000
TOTAL EXPENSES	\$72,000	\$107,000

Marketing Plan With Vs. Without NLTRA monies

DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$500.00
MAILING	Nonprofit mailing - our list	\$500.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$1000.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1000.00
PUBLIC RELATIONS	RKF Social Media Management	\$1000.00
TOTAL WITHOUT NLTRA MONIES		\$4000.00

DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$1000.00
MAILING	EDDM Nonprofit mailing, 13,000+ Mailing List	\$2000.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, SFGate, SF Ballet Program, NYCB Program, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$5000.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$5000.00
PUBLIC RELATIONS	Michelle Tabnick Public Relations & RKF Social Media Management	\$11000.00
TOTAL WITH NLTRA MONIES		\$24000.00

Potential Sponsorship Amenities to NLTRA

- Name/logo included in all marketing materials with in "brought to you by" billing in all marketing materials: print ads, postcard mailings, rack cards, performance program, posters, banners, etc
- Inclusion of NLTRA logo and hyperlink in event's e-newsletters
- Invitation to one private rehearsal with guest choreographers for NLTRA Board of Directors & Staff & Special Guests
- 8 Tickets to the Lake Tahoe Dance Festival Opening Night Gala to be used at NLTRA's Discretion (Giveaways/client hosting/etc)
- 25 General Admission ticket vouchers to be used at NLTRA's Discretion (Giveaways/etc)
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Specific descriptive message and link from event website to GoTahoeNorth.com
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Opportunity for opening/closing remarks during performance
- Dedicated Instagram/Facebook Posts promoting attending the Festival with specific messaging/tagging Go Tahoe North to drive visitorship - will rely on consultants to illuminate the best way to manifest this concept.



**Respectfully submitted by Christin Hanna, Artistic Director,
on behalf of the Board of Directors, artists and students of the Lake Tahoe Dance Collective's Lake Tahoe
Dance Festival.**



MEMORANDUM

Date: April 27, 2023
TO: Board of Directors
FROM: Kimberly Brown, Director of Business and Community Relations
RE: 2023 Event Sponsorship Funds

NTCA Event Sponsorship Funds:

The North Tahoe Community Alliance (NTCA) 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 Neil Morse, Promotor Adventure Van Expo on April 25. He requested \$15,000 for the NTCA to sponsor Adventure Van Expo. The committee recommends a \$15,000 sponsorship. The TD committee believes that the expo will help employee locals through operations, help support businesses through their vendor village and visitation, and provide marketing opportunities to promote NTCA's sustainability efforts.

Consent Requested: To sponsor the Adventure Van Expo with a \$15,000 sponsorship.

APRIL PRESENTATIONS:

Overview: Neil Morse Adventure produces Van Expo a series of van life gatherings throughout the U.S. with several events planned for 2023 including one at Palisades Tahoe the weekend of September 16 and 17. While this series has more of a vendor area focus, there is camping at these van life gatherings along with a DIY showcase area where van lifers can show off their build.

- NLTRA sponsored the event in 2022 in the amount of \$10,000.
- In 2022 they had 5,000 attendees over 2 days. They had over 100 vendors.
- Lodging impact to Lake Tahoe \$250,000, 10 % of the attendees stayed in NLT lodging, 500 people
- Additional Fiscal impact: Local Businesses Utilized for Event Production/Operations/Marketing -They hired two soundmen, a PR person, 4 local helpers to staff the show. A local food truck for all three days with a staff of 3. 3 Local bands. 1 local media/content creator
- Media Impact: IG/Facebook/Twitter/Website total 500k plus, 30,000 email
- They had 25,000 unique visitors from August to September 2022

Fiscal Impact:

- Adventure Van Expo \$15,000



ADVENTURE
VAN EXPO

6th ANNUAL ADVENTURE VAN EXPO®



2023 Dates & Locations:

April 29-30	San Juan Capistrano, CA
May 13-14	Sonoma, CA
June 10-11	Cable, WI <i>Adventure Series</i>
June 17-18	Hood River, OR
July 8-9	Evergreen, CO
July 29-30	Topsfield, MA
September 2-3	Ogden, UT
September 16-17	Palisades Tahoe, CA <i>Adventure Series</i>
Sept. 30 - Oct. 1	Bend, OR
October 7-8	Chattanooga, TN
October 14-15	Big Bear, CA



2023

ABOUT THE EXPO

The Show:

The main attraction is the custom built adventure vans. These vehicles are mostly Mercedes Benz Sprinters, Ford Transits and Ram Promasters. At the show, you'll see the latest innovations in solar, sleeping spaces, lighting, off-road components, and much more. Everything you would want to see in a Class B RV.

In addition to Vans, the expo hosts Truck Campers, Travel Trailers, Roof-Top Tents, and other products an outdoor vehicle enthusiast would enjoy.



At the show, vehicles and booths are open house, with live music both day and night.

We have a top tier demographic attending the show who like to shop. Generally our shows are paid attendance, which reduces the number of tire kickers.

- National show with presence in the best van markets in the county.
- 6000 to 7,500+ Capacity per Weekend and Growing.
- Around 100 Vendors per Show.
- Great B2B Opportunities.
- Radio, Print, and Web Advertising.
- Robust Social Media.
- 43K+ IG followers, Posting daily.
- 20,000+ Person Email List.
- 25,000+ Monthly Web Traffic.
- Van Tours Available on YouTube.

BENEFIT TO THE COMMUNITY



How We Benefit the Lake Tahoe Region

Hiring 10 Members of the Community

In addition to our team (most of which are locals) we will be hiring 10 additional members of the community over the course of the event.

Free Music to the Public

Over the course of Friday, Saturday, and Sunday we will be hiring 5 local bands to play at the event.

Filling Hotel Rooms

A good portion of our guest make a weekend trip out of coming to one of our shows. Many do not yet have a van of their own and will be looking for lodging while traveling up for the show.

Driving Local Businesses

In addition to the show, visitors will be looking for other things to do while in the area. Eating at restaurants, shopping at the local boutiques, hiring guide services, etc.

Off Season Event

Drives tourism to the area in a time period after the peak summer visitation and before the winter starts.



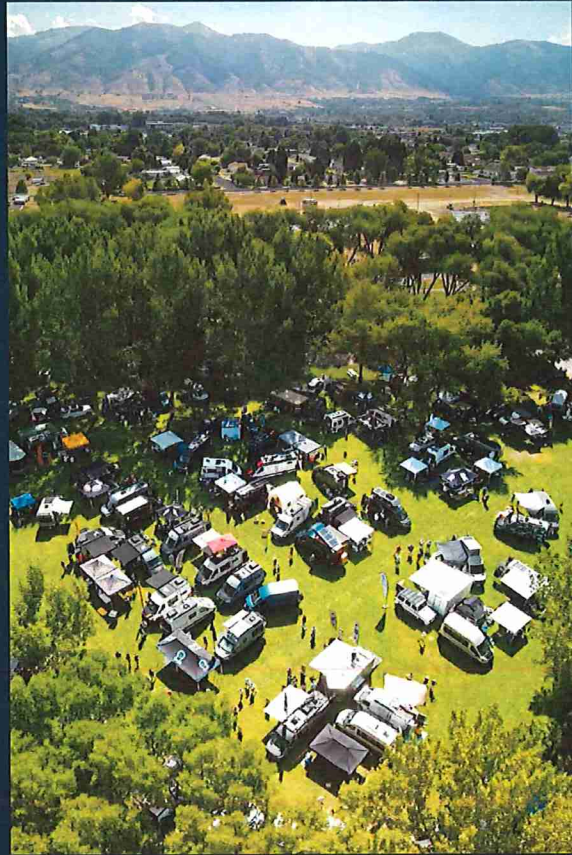
Supporting Local Businesses

There are a handful of local businesses that attend the show as a vendor. This is a great way for them to build awareness/ market themselves in their own geographic area.

Marketing to a Different Demographic

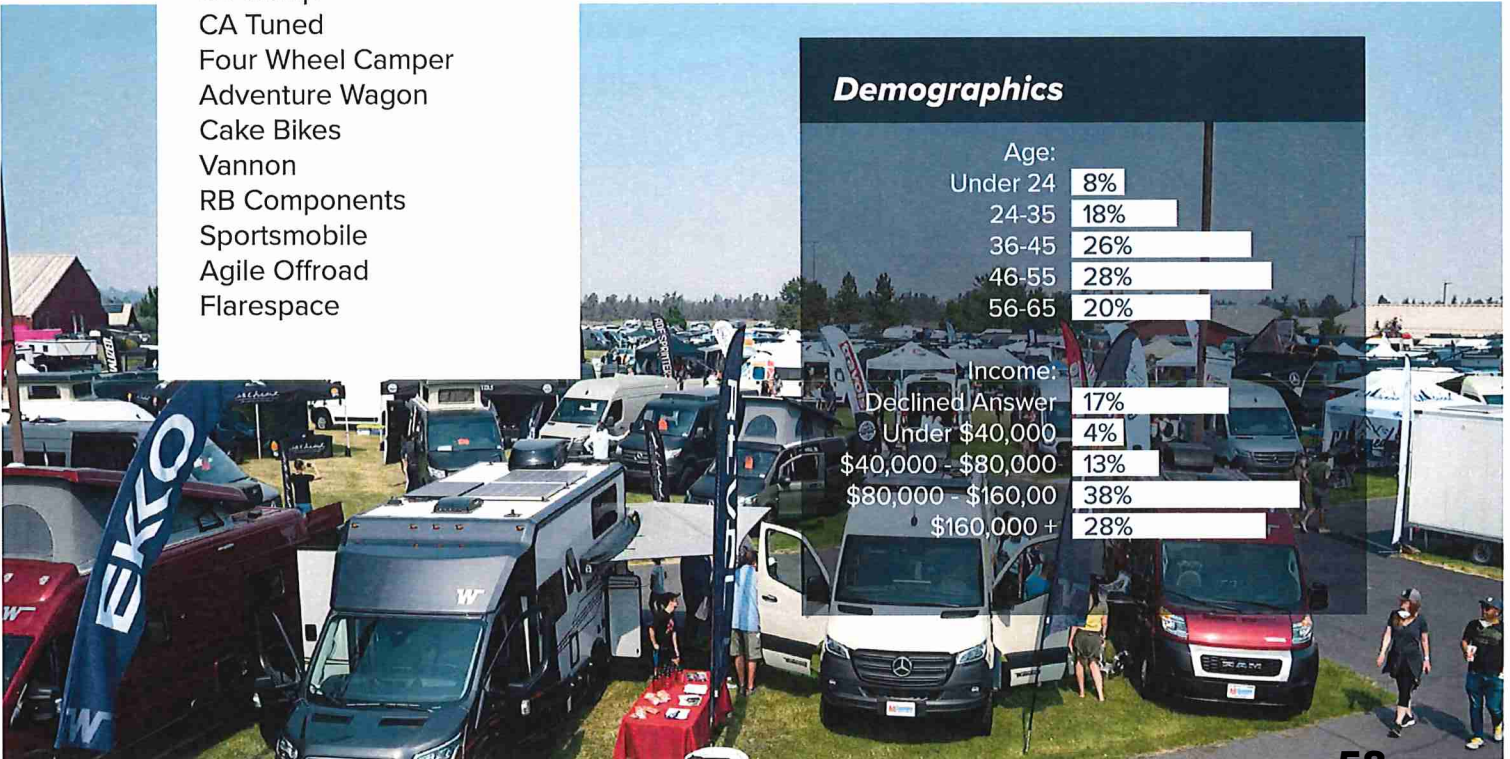
We have a digital audience of 43k+ social and 20k+ on our email list.

“ We have been very impressed with the quality and turnout of all of the shows that A.V.E. has put on. They have been well worth the time and we have gotten a lot of value out of them.
 - K. Gorham, Aluminess ”



Partial List of Sponsors:

- Mercedes Benz Sprinter
- Airstream
- Winnebago
- Tourig
- Van Compass
- Storyteller RV
- Benchmark Vehicles
- La Mesa RV
- Owl Van Engineering
- Quigley
- Aluminess
- Go Camp
- CA Tuned
- Four Wheel Camper
- Adventure Wagon
- Cake Bikes
- Vannon
- RB Components
- Sportsmobile
- Agile Offroad
- Flarespace



Demographics

Age:

Under 24	8%
24-35	18%
36-45	26%
46-55	28%
56-65	20%

Income:

Declined Answer	17%
Under \$40,000	4%
\$40,000 - \$80,000	13%
\$80,000 - \$160,00	38%
\$160,000 +	28%

Marketing and PR North Tahoe '23
 Palisades Tahoe
 Show date: Sept. 16-17, 2023
 Ticket: \$10

Item	Launch	Reach	Cost
Paid			
KTKE	Immediate	National due to streaming audience	\$500 mo
Instagram	running now	43K followers Boost Posts boost posts to reach 10k+	\$500mo
Facebook	running now	ad placement into market-Bay Area	\$250mo
Google Adwords	Soon	Ads targeted to Bay area market	\$250 mo
Our Mail list	running now	20k National comprised of past show attendees.	our cost is \$200 mo
Our website	running now	25k month show season	related to Google paid
Share with Vanlife Collective	running now	1.4 M followers target followship of its kind on IG/FB web	Tradeout
Youtube Channel	running now	Many videos done on us 1k views a month and we have our own channel	

PR

Outreach to Bay Area publications

Coordinating with Palisades on Pre show, tapping for co-promotion

Outreach to national auto (digital) publications-story placed last year with Motor Trend

Engaging local PR firm for press release and story placement-returned a Sierra Sun article and Motor Trend last year. \$1000 mo

North Tahoe Opportunities:

Youtube video, we will update one for Palisades

Booth at show

Logo on all collateral

Logo on website with link

Logo on all banners

IG/FB posts and

Newsletter block 2x out to our 30k mail list

Mentions in all press releases

radio advertising

Logo on deliverables

Production Costs:

Insurance	\$1,000
Music	\$6,000
Sound/lights	\$2,500
Labor	\$5,000
Marketing	\$15,000
Site Fee	\$15,000
add. bathroom facilities	\$1,000
Food	\$1,000
Deliverables	\$2,500
Signage	\$1,000
Fuel	\$500
rooms	\$1,000
Trash?	\$600
	\$52,100

2023 Special Event Partnership Funding Application

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in December 2022 after recommendations are accepted by the NLTRA Board of Directors.

Note Refer to "2023 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2023 General information" & "2023 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluations Process Details!

Section 1: Contact Information

Special Event Name: Adventure Van Expo

Event Date: 9/16-17/2023

Event Host Organization: Go Adventure Van LLC

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

same event last 5 years

Event Mailing Address: po box 574 Verdi NV

Event Office Phone: 530-448-1944

Event Director or Producer: Neil Morse

Title: Owner

Email: neil@adventurevanexpo.com

Phone: 530-448-1944

Person Completing Application:

Title: Owner

Email: neil@adventurevanexpo.com

Phone: 530-448-1944

Event Website URL: www.adventurevanexpo.com

Unique Visitors in Past 12 months: 300,000+

Facebook Page URL: adventure van expo

Instagram Handle: adventurevanxpo

Number of Instagram Followers: 43,000

Twitter Handle: **adventure van expo**

Number of Twitter Followers: **100**

YouTube URL: **adventure van expo**

TikTok Handle: **nope**

Number of TikTok Followers: _____

Section 2: Event Overview

Q2.1 Where will event take place? **Palisades Tahoe**

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

Yes

No (If "no", explain why) _____

Q2.3 Including 2022, how many years has the event occurred in the North Lake Tahoe region? **4**

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested, if looking additional funding (not for marketing please specify breakdown HERE:

\$10,000 towards marketing \$5,000 Towards additional operational costs as we are moving from Homewood to Palisades

Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)

Digital ad spends on social media. Google ad campaign. Local press via Sierra sun, Reno press, radio ad buys.

Direct mailing via our mailist of over 30,000.

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

Yes

No (If "no", explain why)

Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.
Have to cut back on our overhead costs which are going to be very high at this venue.

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

Yes

No

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: \$4,000 (some local such as KTHX crosses over)

Q4.2 2023 Out-of-Market Paid Advertising Budget: \$6,000

Q4.3 Optional: 2022 Out-of-Marketing Public Relations Equivalency: _____

Section 5: Broadcast Opportunities (TV or Webcast)

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

Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)

No

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

Yes (Continue to Q5.3)

No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

Local

Regional (identify cities or DMAs)

National

International

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

- Network or Cable TV
 - Broadcast Affiliates: _____
 - Air Dates: _____
 - Program Length: _____

- Webcast
 - Provider: _____
 - Air Dates: _____
 - Program Length: _____
- Remarks, if any: _____

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

Yes (Provide details)

No

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

Yes

No

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

Yes

No

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2022.

Pepper Tree, Granlibakken, Basecamp

Q6.2 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established. (2023) The Village and Olympic Valley lodging partners.

Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: 5,000+

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market?
85% from out of the area.

Q7.3 Projected Spectator/Fan Attendance: 6,000

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.

We have been growing every year,, and by changing to this marquee venue expect a bigger #.

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: 500+
- Complimentary Room Nights: 0

Q8.2 Explain how 2022 room nights were calculated.
10% of our attendees over 2 nights.

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

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: 600
- Projected Complimentary Room Nights: 0

Q8.5 Explain how 2023 room nights were calculated.
10% of our attendees x 2 nights

Section 9: Event Staff & Board of Directors

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

Paid Staff

Volunteer Committee

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

V. Hertell, all media, B .Unger-operations, M. Keller-operations, J Hennion-Sound production

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

n/a

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2022 events.

Mercedes-Benz, Airstream, Winnebago, Owl Van, Grech

Q10.2 Identify the top 5 sponsors that the event will target for 2023.

Mercedes-Benz, Grech, Airstream, Winnebago, Storyteller RV

Section 11: Acknowledgements & Electronic Signature

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

Yes

No

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

Yes

No

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

Yes

No (If "no", explain why)

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or shape existing information if event conducts their own survey.

Yes

No (If "no", explain why)

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

Yes

No (If "no", explain why)

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

Yes

No (If "no", explain why)

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

Yes

No (If "no", explain why)

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

Name: Neil Morse Date: 12/1/22



MEMORANDUM

Date: April 27, 2023

TO: Board of Directors

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

NTCA Event Sponsorship Funds:

The North Tahoe Community Alliance (NTCA) 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 Keith Prawalsky, Vail Resorts Manager of Competition Services on April 25. He requested \$10,000 for the NTCA to sponsor the Northstar Enduro. The committee recommends a \$10,000 sponsorship. The TD committee believes that this sponsorship will help NTCA diversify the locations within North Lake Tahoe that we fund and promote economic health in this region. The committee also believes since this event is part of a series, North Lake Tahoe will receive marketing benefits that span across the country.

Consent Requested: To sponsor Northstar Enduro with a \$10,000 sponsorship.

APRIL PRESENTATIONS:

Overview: The California Enduro Series (CES) is a for-riders, by-riders operation. The ultimate goal is to create world-class enduro events that everyone from pros to amateurs can enjoy and showcase the amazing locations that make California one of the best places to mountain bike on earth. The Northstar event is August 19-20. Keith Prawalsky will make the presentation.

- NTCA sponsored the CA Enduro world series in 2022 in the amount of \$80,000.
- In 2022 they had 680 athletes compete and 350 spectators at Northstar.
- The lodging impact to Lake Tahoe in 2022: 1400 room nights with an economic impact of \$350,000. In 2023 they are projecting 1400 room nights with an economic impact of \$392,000
- Media Impact: IG – 98.6K, Twitter 47.2K
- They would utilize the funds to increase their reach and invest in paid advertising opportunities

Fiscal Impact:

- Northstar Enduro \$10,000



Event Sponsorship
California Enduro Series
Northstar

Hosted at Northstar California Resort

VAIL RESORTS®

Event Overview

What

California Enduro Series

Where

Northstar California

When

August 18-20, 2023

Who

600-800 competitors

Overview

Northstar California is proud to host the 5th leg of the California Enduro Series, a Enduro World Series International Mountain Bike qualifier.

The California Enduro Series is the groundbreaking race format that has brought together the best enduro mountain bikers in the world. A concept originating in the French Alps, enduro is a unique event designed to reflect and engage with the largest sector of the mountain bike market demographic.

By creating an exciting platform for mountain bike racing that directly replicates what recreational riders do for fun, the California Enduro Series now showcases the best trails, destinations, riders and brands.

Event Sponsorship Opportunity

Support Requested: \$10,000

- Branded race tape at all stage starts & finishes
- Branding on all event signage and collateral
- Branding on podium
- Branding on event swag (staff/volunteer shirts, athlete shirts/hats, awards,
- North Tahoe info in event briefs/Official Race Book/emails to teams and riders.
- Branding on Highlight Video
- Discuss Post event survey and email pushes
- Free of charge expo space- prime location near all stage finishes.
- Comp entries and Bike Park tickets
 - Access to additional expo opportunity in the village





MEMORANDUM

Date: April 27, 2023

TO: Board of Directors

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

NTCA Event Sponsorship Funds:

The North Tahoe Community Alliance (NTCA) 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 Keith Prawalsky, Vail Resorts Manager of Competition Services on April 25. He requested \$15,000 for the NTCA to sponsor the Tahoe Trail race. The committee recommends a \$15,000 sponsorship. The TD committee believes that this sponsorship will help promote North Lake Tahoe as a biking destination, drive business to support our local economy, and promote sustainability stewardship.

Consent Requested: To sponsor Tahoe Trail race with a \$15,000 sponsorship.

APRIL PRESENTATIONS:

Overview: The Tahoe Trail race offers athletes a 2-loop, 50-kilometer bike course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction from the host location of Northstar. The event will take place on July 15. Keith Prawalsky will make the presentation.

- NTCA sponsored the event in 2022 in the amount of \$20,000.
- In 2022 they had 750 athletes compete and 300 spectators.
- The lodging impact to Lake Tahoe in 2022: 1200 room nights with an economic impact of \$300,000. In 2023 they are projecting 1500 room nights with an economic impact of \$420,000
- Media Impact: IG – 98.6K, Twitter 47.2K
- They would utilize the funds to increase their reach and invest in paid advertising opportunities.

Fiscal Impact:

- Tahoe Trail Race \$15,000

Event Sponsorship 2023 Tahoe Trail

Hosted at Northstar California Resort



Event Overview

What

Tahoe Trail 100

When

July 15th 2023

Where

Northstar California

Who

1000 competitors from all over the globe

Overview

Northstar California is proud to host the 13th year of the Tahoe Trail 100, a Leadville Race Series and Leadville 100 Qualifier.

The Tahoe Trail cross country mountain bike event offers athletes a 2-loop, 50 kilometer course with views of Lake Tahoe, Sierra Summits and forest single track. The course begins and ends in The Village at Northstar. The course winds through the resorts trail system, through public land behind the resort and climbing back around onto Northstar's backside to complete the loop.

Each Leadville qualifying event provides 25-100 qualifying spots to the Leadville Trail 100 event, based on total number of registered riders.

2022 Tahoe Trail

750 athletes from all over the world, attracts both professional and amateur athletes, Olympic medalists, and World Cup competitors.

It is estimated that 85% of the competitors are from outside of the Tahoe region and brought an additional 300 spectators to the venue

2023 Tahoe Trail goals

Our goal in 2023 is to see 1000 competitors and spectators to reach at least 500. We are continuing to see registrations from all over the world.

Marketing

The event marketing plan is to include print, social media and event specific banners, tents and signage.

Northstar California Resort's social media reach is well beyond 100,000 subscribers, and is continuing to see increase on engagement year over year.

With our on-site content, marketing and event teams we are able to create content specific to the Tahoe region, our resort and sponsors needs.

Event Sponsorship Opportunity

Support Requested: \$15,000

- Branded race tape at all stage starts & finishes
 - Logo on website and event marketing materials
 - Branding on Northstar signage and collateral
 - North Tahoe info in event briefs/Official Race Book/emails to teams and riders
 - Branding on Highlight Video
 - Discuss Post event survey and email pushes
 - Free of charge expo space- prime location near the Start/Finish
- Access to additional expo opportunity in the village





MEMORANDUM

Date: April 27, 2023

TO: NLTRA Board of Directors

FROM: Kimberly Brown, Director of Business and Community Relations

RE: Business Association Community Marketing Grants – 2022.2023 Fiscal Year

Consent Requested:

To sponsor Squaw Valley Business Association with a \$10,000 marketing grant.

Background:

The NTCA budgets \$30,000 annually to be used for business association marketing grants each fiscal year.

For the 22.23 fiscal year, Squaw Valley Business Association submitted a request for funding.

The In-Market Tourism Development committee approved a \$10,000 grant at the April 25 meeting. The proposals is attached.

Squaw Valley Business Association:

The funds will be used to contract with EXL Media to assist with a digital campaign to promote the Olympic Valley lodging properties and a midweek lodging offering, spring skiing and Made in Tahoe events in the Olympic Village in April and May 2023.

Fiscal Impact:

\$10,000

- Designated funds were included in the approved 22.23 budget.



Proposal for consideration for: The Business Association Marketing Grant Program
By: In/Out Marketing Tourism Development Committees
For: FY 2022-2023

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Inn, Red Wolf Lodge, Everline Resort & Spa, Palisades Tahoe Lodge and The Village at Palisades Tahoe and three corporate entities: Palisades Tahoe Resort, the Palisades Village Neighborhood Company and the Olympic Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Olympic Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

Currently our Association maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Olympic Valley Rd, marketing and normal business expenses to operate a non-profit corporation. In addition to this funding, our members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in the Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally.

We are respectfully requesting \$10,000 from the Business Association Marketing Grant Program for FY 2022-2023 so that we may contract with EXL Media to assist us with a digital campaign to promote the Olympic Valley lodging properties and a midweek lodging offering, spring skiing and Memorial Day weekend events (Made in Tahoe) this April and May 2023. Please see the attached SOW prepared by EXL Media for campaign details and budget.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Olympic Valley as a spring destination that offers lodging, an extended ski season, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this campaign also supports the current TBID initiative in that it will drive more revenue into our valley.

The success of the project will be measured by a performance report at the end of our campaign. On behalf of all SVBA members and the Olympic Valley community, we thank you for your consideration and continual support in our marketing efforts. Thank you.

Christine Horvath, Squaw Valley Business Association President
PO Box 2915 Olympic Valley, CA 96146



The following Scope of Work provides requested digital media agency services for Squaw Valley Business Association Grant Funding.

Campaign Focus:

To promote midweek lodging for all Olympic Valley lodging properties through Memorial Day Weekend via the spring skiing offering and via Made in Tahoe event (May 27-28).

Featured Events: Made in Tahoe, Memorial Day Weekend

I. Campaign Timeline: April-May 2023

II. Provided Budget: \$12,124*

Agency Compensation: \$3,000

Net Media: \$9,124

*\$10,000 of provided budget is from requested grant funding

III. Possible Media Buys

- Google Ads/Microsoft Ads
- Social Media: Facebook/Instagram
- Sponsored Publisher Content or On The Snow

IV. Campaign Targeting and Strategies

- Audience Target: Travel intenders to Lake Tahoe
- Geographic Focus: San Francisco and Sacramento DMAs (blocking Lake Tahoe and Truckee)
- Buys will link to a SVBA landing page where events and lodging will be promoted. This page will be created and hosted by Palisades Tahoe
- \$1,024 unused balance from 2022 grant campaign is being applied to media buys
- EXL Media will launch and manage buys from the Palisades Tahoe ad platforms and work with the PT digital team to ensure tracking goals are established via the Palisades Tahoe GA
- Creative:
 - SVBA will provide key messaging and creative assets/images
 - EXL Media will create text listings and social media ads upon receipt of desired creative assets from SVBA
 - The ads will be pre-approved by SVBA prior to activation
 - EXL Media will provide a creative spec sheet including static and video options for social media campaigns.
- The campaign performance report will be provided at the end of the campaign



V. Agency Compensation and Services

- Campaign Development and Launch: 6 hours
- Campaign Management: 14
- Campaign Completion Performance Report: 3 hours

Agency Compensation: \$3,000

Compensation covers all EXL Media provided services outlined in this Scope of Work. This compensation does not cover creative, landing page development or campaign goal setup in GA.



ROI Prepared for: The Business Association Marketing Grant Program
For: FY 2021-2022

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Inn, Red Wolf Lodge, Everline Resort & Spa, Palisades Tahoe Lodge and The Village at Palisades Tahoe and three corporate entities: Palisades Tahoe Resort, the Palisades Village Neighborhood Company and the Olympic Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Olympic Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Association was awarded \$10,000 in May 2022 from the Community Marketing Program for a digital campaign to promote the Village at Palisades Tahoe events and spring skiing, in an effort to drive midweek lodging in Olympic Valley for Summer 2022, June-September.

Caroline Ross, SVBA Representative
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146



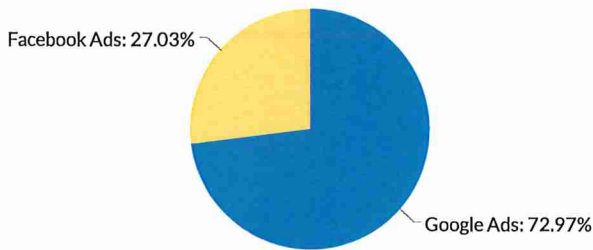
**Squaw Valley Business Association
Digital Campaign Report
June 23 – September 30, 2022**



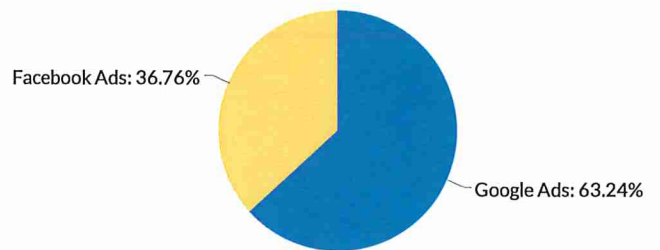
Campaign Overview



Campaign Spend by Channel



Campaign Clicks by Channel



Overview by Channel

Data Source Name	⌵	Spend	Impressions	Clicks	CTR	CPC
Facebook Ads		\$1,993.90	291,095	6,938	2.38%	\$0.29
Google Ads		\$5,382.13	78,789	11,938	15.15%	\$0.45
Total		\$7,376.03	369,884	18,876	5.10%	\$0.39

Insights & Overview

- This campaign included Google Ads paid search and Facebook/Instagram. The buys were served to the Sacramento and San Francisco DMAs, but excluded the cities of: Homewood, Incline Village, Modesto, South Lake Tahoe, Stateline, Stockton, Tahoe City and Truckee.
- These buys sent 18,876 clicks to the SVBA Lodging-Events page.
- 73% of the spend and 63% of the clicks were from Google Ads.
- This campaign was optimized to click rate and cost per click and both buys exceeded industry benchmarks (shown later in the report) .
- Of the the buys, Google Ads had a higher click rate but Facebook was more efficient with a \$0.29 cost per click.

▲ Paid Search Overview



▲ Campaign by Ad Group

Ad Group	⌵	Client Cost	Impressions	Clicks	CTR	Avg. CPC
Lake Tahoe Events		\$5,023.51	73,480	11,122	15.14%	\$0.45
North Lake Tahoe Events		\$358.62	5,309	816	15.37%	\$0.44
Total		\$5,382.13	78,789	11,938	15.15%	\$0.45

▲ Top 5 Keywords by Clicks

Keyword	Cost	Impressions	Clicks	CTR	Avg. CPC
fun things to do in lake tahoe	\$1,228.50	17,466	2,899	16.60%	\$0.42
things to do in lake tahoe	\$728.80	10,092	1,563	15.49%	\$0.47
lake tahoe entertainment	\$650.73	9,028	1,501	16.63%	\$0.43
lake tahoe activities	\$790.77	10,590	1,405	13.27%	\$0.56
events in lake tahoe	\$345.36	5,111	824	16.12%	\$0.42



Paid Search Insights & Overview

- The Google Ads all industry standard benchmarks are 3.17% click rate and \$2.69 cost per click. This campaign far exceed these benchmarks with a 15.5% click rate and \$0.44 cost per click.
- The campaign was set up with two ad groups to focus the keywords on Lake Tahoe and North Lake Tahoe terms. The click rate and cost per click for each ad group was relatively flat, but the Lake Tahoe ad group generated 93% of the total clicks.
- Optimizations were made throughout the campaign including adding/pausing keywords and blocking keywords that were irrelevant.

f Facebook/Instagram Overview



f Campaign by Platform

Platform	Spend	Impressions	Link Clicks	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)
facebook	\$999.41	181,525	5,410	2.98%	\$0.18
instagram	\$994.49	109,570	1,528	1.39%	\$0.65
Total	\$1,993.90	291,095	6,938	2.38%	\$0.29

Facebook/Instagram Insights & Overview

- The Facebook/Instagram campaigns targeted Adults 18+ with interests in Lake Tahoe and Blues music, Yoga or Bingo.
- Facebook performed better than Instagram with more clicks, higher click rate and lower cost per click.
- The Facebook benchmark for all industries is a click rate of 0.90% and \$1.72 cost per click. Both Facebook and Instagram far exceeded these benchmarks with a 2.38% click rate and \$0.29 cost per click.
- In addition to clicks, there were 3,349 engagements from the campaign. Engagements include post reactions, comments, saves and shares as well as those who click out to your Facebook or Instagram profile or expand a photo or video to full screen.



MEMORANDUM

DATE: May 3, 2023

TO: NTCA BOD

FROM: Placer County Staff

RE: Recommendation of expenditure of Unspent TOT Funds for Lease to Locals, TART Connect, and the North Lake Tahoe Express

Action Requested

The North Tahoe Community Alliance Board of Directors make a recommendation to the Placer County Board of Supervisors on the expenditure of "turn back" (or unspent) Transient Occupancy Tax (TOT) funds to the following programs:

- \$500,000 to the Lease to Locals program
- \$500,000 to TART Connect Microtransit
- \$43,112 to the North Lake Tahoe Express Airport Shuttle

Background

The TOT funds that the NTCA Board are being asked to make a recommendation on were unspent as part of the FY 20-21 and FY21-22 contract between the NTCA and Placer County. Per the agreement, the TOT funds are turned back to Placer County to be recommended by the NTCA BOD for workforce housing and transportation projects and programs in Eastern Placer County. There is a total of \$1,382,367 in TOT funds remaining from the two contracts. More details on each of the programs being asked for a recommendation on is included below.

LEASE TO LOCALS

The East Placer Lease to Locals Program is a financial incentive program geared towards encouraging long-term rentals for the local workforce by rewarding homeowners with grants in exchange for homeowners who lease to local workers in a house that was not previously used as a long-term lease. The goal is to encourage long-term rentals and utilize the existing housing stock. The program launched in August of 2022 and is administered by Placemate, Inc., which also runs similar programs in the Town of Truckee and the City of South Lake, Tahoe. The program has been successful in unlocking 28 properties with 63 bedrooms to house 67 people as of April 10, 2023. An additional 15 properties are in review to participate in the program. Property rents have averaged \$2,525 per month. The program is on track to expend all existing funds by mid-summer.

This program was intended to provide immediate rental housing solutions while other projects were completed, such as Meadow View Place and Hopkins Village, and while the Workforce Housing

Preservation Program gained traction in the community to assist homebuyers with purchasing homes in the region. Since the program's launch, all Meadow View Place affordable units have been rented, almost half of the Hopkins Village homes have sold or are in contract to sell to local workers, and three households have purchased homes through the Workforce Housing Preservation Program. Given the success of the program's first year, Placer County staff recommend a second year of funding for the Lease to Locals Program to encourage additional homeowners to rent long-term to the local workforce. During this time, staff are coordinating additional marketing for Hopkins Village and the Workforce Housing Preservation Program to continue to attract homebuyers.

Placer staff are planning to bring an item on the program to the Board of Supervisors in June. The Program will provide \$405,000 in incentives to homeowners and the additional \$95,000 of the request will cover Placemate administrative and marketing costs.

TART CONNECT

Placer County implemented the TART Connect Microtransit Program in summer of 2021. The program was designed to reduce dependency on personal vehicles throughout Eastern Placer County and improve efficiency of transportation. TART Connect is an on-demand shuttle service that utilizes smaller transit vehicles and a mobility app to allow passengers to request rides. The on-demand service works as a first mile/last mile alternative for those traveling further distances and connecting to TART fixed route services as well as providing direct connections within zones.

TART Connect has been operating daily with varying seasonal schedules since implementation in June 2021. TART Connect zones within Placer County have carried close to 300,000 passenger trips between June 2021 and February 2023 and seen an increase in passenger trips each season over season. Placer County plans continued operation of the TART Connect service in FY23-24 providing sustainable travel options for residents and visitors alike in addition to building upon the large ridership base and connection with fixed route transit service, resulting in car free travel.

Placer County has budgeted for a \$2,000,000 from the Tahoe Economic and Community Enhancement Fund (TECE) for TART Connect service in FY23-24. This is an increase of 18% from the FY21-22 TECE budget due to increased costs to operate the system along with continued evolution of the operating hours and service needs to best suit our community. Placer staff is meeting with the TART Connect operator on April 27, 2023 and will have additional information on specifics on what this additional \$500,000 would cover at the NTCA BOD meeting on May 3, 2023. Placer staff is planning to bring a contract for TART Connect service to the Board of Supervisors in June for approval.

NORTH LAKE TAHOE EXPRESS

The North Lake Tahoe Express Airport Shuttle (NLTE) started service in 2006 and continues to provide year-round service between the Reno-Tahoe International Airport and North Lake Tahoe/Truckee. This service fits the destination stewardship goals of the NTCA by providing an opportunity for those that fly into the Reno-Tahoe Airport with a way to get to North Lake Tahoe without the need of a personal vehicle. The Truckee-North Tahoe Transportation Management Association (TNT-TMA) manages this

program with current funding support from Placer County, Travel North Tahoe Nevada, the Town of Truckee, and Washoe County.

The subsidy collections for Placer County, Travel North Tahoe Nevada, and The Town of Truckee were initially allocated based on ridership for each jurisdiction they represent. Over the past three years, Placer County has averaged 73% of the total ridership, Incline Village/Crystal Bay has averaged 23% of the ridership, and Town of Truckee has averaged 4% of the ridership.

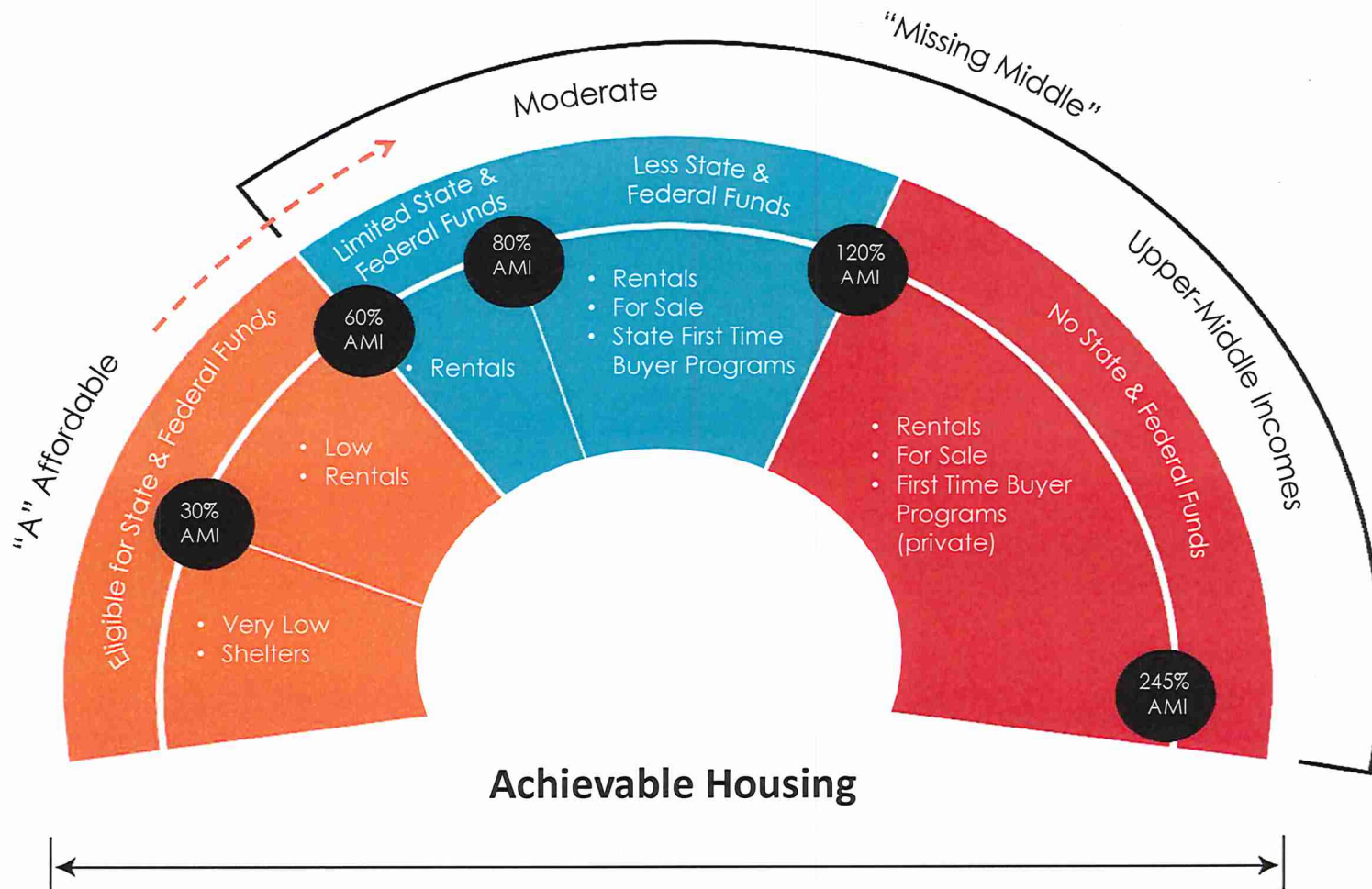
For FY23-24, the TNT-TMA is contracting for a new website and a new reservation system and transportation software. The current website/reservation system is outdated- a confusing website, inability to book same day trips on already scheduled routes, unable to track where the shuttle is, and other disfunctions of an antiquated system. The new technology is expected to significantly improve the user experience by an enhanced reservation system via app, website, and phone, opportunity for users to see connections to TART transit, and ability for additional stops based on zones.

This upgraded technology comes at an increased cost. Washoe County has committed to be a first-time funding partner which will add to the contribution from the Incline Village/Crystal Bay area that Travel North Tahoe Nevada has committed annually to this program. Placer County has budgeted \$150,000 from the Tahoe Economic and Community Enhancement Fund to continue to support the service. 73% of the total cost of the NLTE subsidy (which would equal the ridership of those trips that start or end in Placer County) would be \$193,112. Because of this, the NTCA BOD is being asked to recommend \$43,112 in unspent TOT funds to the NLTE. Placer staff is planning to bring a contract with the TNT-TMA for the NLTE to the Board of Supervisors in June.



**Unspent TOT Expenditure Recommendation
NTCA Board of Directors
May 3, 2023**

HOUSING AFFORDABILITY



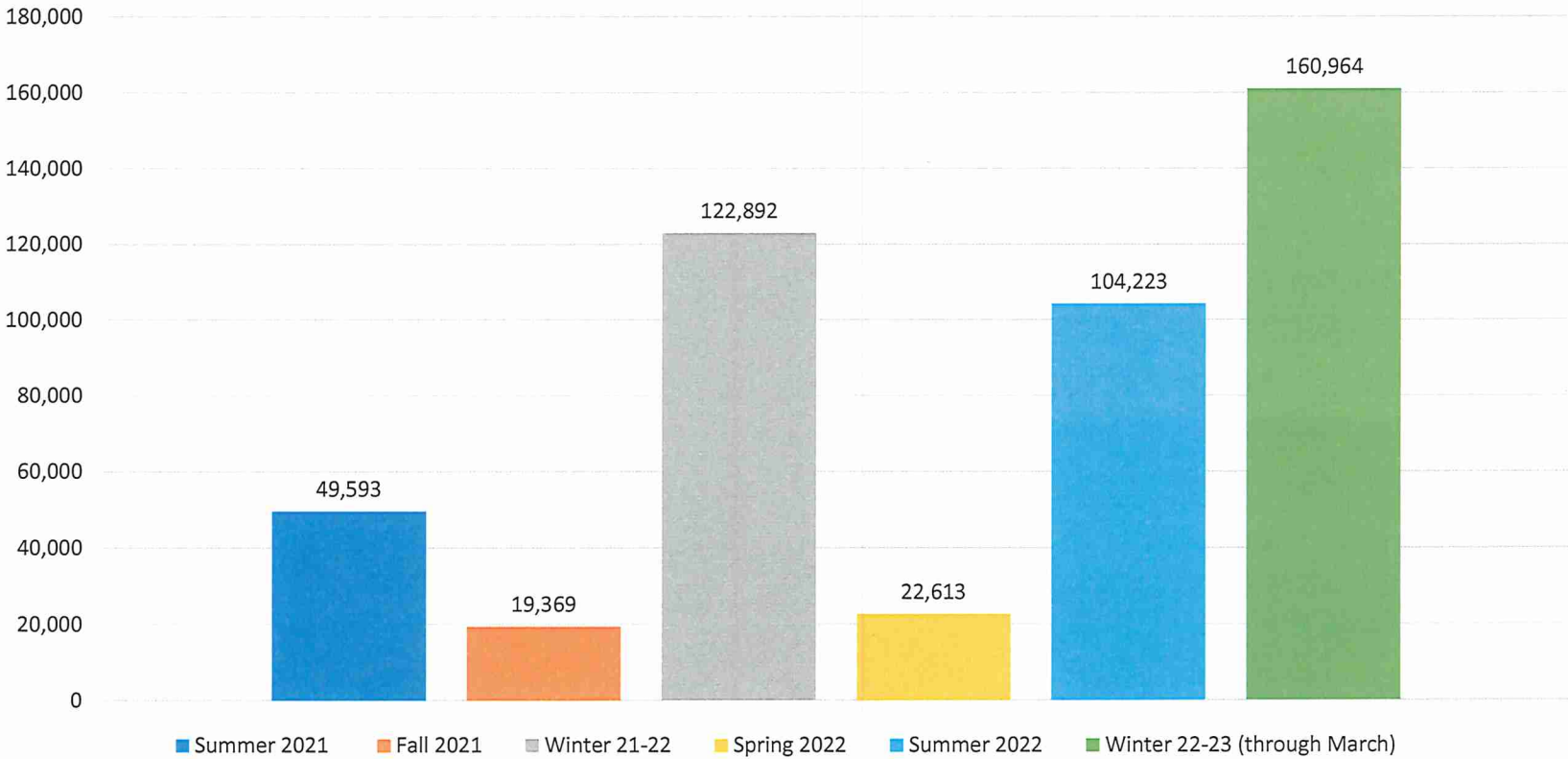
LEASE TO LOCALS

- Cash incentives to East Placer homeowners who rent to local workers
- Launched August 1, 2022
- 28 properties, 67 people housed
- 15 properties currently being vetted
- Average rent of \$2,525
- Current funding set to expire in mid-summer
- \$500,000 in TOT to increase houses in program



TART Connect Total Ridership By Season

TART Connect Seasonal Ridership



TART Connect

- Microtransit operating since June 2021
- Increase in ridership season over season
- Potential enhancements for FY23-24
- \$500,000 in TOT for increased costs and potential enhanced service



NORTH LAKE TAHOE EXPRESS

- Operating since 2006
- 5128 Passengers FY22-23 through March
- Current technology challenges:
 - Glitches on website that loses reservations
 - No app to book rides
 - No ability for people to book a ride less than 24 hours in advance
 - Clunky payment system
- New website and software has solutions for challenges
- \$43,112 in TOT for enhanced technology





MEMORANDUM

Date: May 3rd, 2023

TO: NTCA Board of Directors

FROM: Tony Karwowski, CEO/President and Erin Casey (Consultant)

RE: Community Vitality and Economic Health Investment Program

Purpose

Approval of the Community Vitality and Economic Health Investment Program ("Program") document, including Program criteria, Letter of Interest template, and allocations across Program buckets to support investment in eastern Placer County programs, projects, and services.

Background

Community Vitality and Economic Health Investment Program Overview

The Community Vitality and Economic Health Program ("Program") aims to invest in programs, projects, services, and limited maintenance activities to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses, and visitors. In addition, this Program aims to provide a clear and strategic approach to allocate Transient Occupancy Tax ("TOT") and North Lake Tahoe Tourism Business Improvement District ("NLTTBID") assessment funds to promote community well-being and economic growth in the North Lake Tahoe region.

The development of the Program document involved close collaboration and feedback from the four committees, including the TBID Advisory, Zone 1, TOT, and CAP. Each committee participated in four meetings where they vetted program components, provided insights, and contributed to refining the program structure. In addition, we conducted a comprehensive community survey to gather input from residents and stakeholders. This valuable feedback has been incorporated into the Program to ensure it accurately reflects the needs, priorities, and aspirations of the North Tahoe community. The result is a comprehensive and well-considered framework that aligns with the goals and importance of the North Tahoe Community Alliance ("NTCA") and Placer County Board.

Bucket #1 – Sponsorship and Multi-Year Investment Program

This program component is designed to support priority projects, programs, services, or limited maintenance activities ("Investment Opportunities") that require annual financial support to achieve success and realize community goals over four years when the NLTTBID will be up for renewal. Initial multi-year approvals will need to be revisited each year as part of NTCA's and Placer County's budget process to ensure funding is available. The initial authorization will be contingent on TOT and NLTTBID Assessment revenues and Board approval as part of the annual budget process.

Bucket #2 –Annual Grant Program

This Program component will support Investment Opportunities that may not be eligible for Sponsorship or do not require multi-year funding support. The grant cycle will occur once a year and will be informed by an annual community survey to establish priorities. The survey results will inform the grant program as priority areas may shift year over year, consistent with those results. The NTCA, in partnership with the County and committees, will develop a revised grant application and criteria before releasing a grant proposal request.

Bucket #3 – Out of Cycle Investments

The Resort Association's Opportunity Fund is intended for investment opportunities that are not eligible for Sponsorship or are not ready for sponsorship consideration and fall outside the regular grant cycle. A predetermined amount of funding will be set aside for this fund. Criteria for the fund include a new investment opportunity with community/stakeholder support, matching funds, and community impact.

Bucket #4 – “Flex Funding” Reserve Fund

A percentage of TOT and TBID funds may be set aside to support future Investment Opportunities that still need to be fully developed when the Program rolls out in Q4 of FY 22-23. The NTCA board of directors must authorize the release of these funds across the other three buckets.

Guiding Documents

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

- Community feedback from a regional survey on community priorities
- 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

Community Engagement

Several meetings with each committee were convened by the NTCA and facilitated by Erin Casey. In addition, the Capital Projects Advisory Committee (CAP Committee), TOT Committee, TBID Zone 1, and TBID Advisory Committees also provided feedback on the proposed Program. The CAP Committee has also expressed interest in participating in the rollout of the Program. The committee has agreed to consider sponsorship opportunities with unspent TOT funds from the most recent grant process.

Allocation of TOT and TBID Funds

Since bringing the Community Vitality and Economic Health framework to your committee, NTCA staff has received feedback on the omission of specific percentages or percent ranges of investment across all four buckets. Currently, the Program needs to include guidance on how much or what portion of available funds should be allocated across each bucket.

Issues raised include the following:

1. Applicants may submit proposals for Sponsorship rather than wait for the grant program out of concern that the NTCA committees and Board will allocate the majority of available funds to sponsorship proposals; and,
2. There may be investment opportunities in the future; however, activating funds is vital, so the reserve should not include a majority of available funds; and,
3. With a transparent allocation across buckets, funds may be distributed in an ad-hoc and coordinated manner which could lead to efficient use of resources.

In response to this feedback, staff developed options for consideration by the TBID Advisory, Zone 1, and TOT Committees.

All committees agreed on the following:

- o Allocate the majority of funds to Bucket 1 (Sponsorship) and Bucket 2 (Annual Grant Program); and,
- o Ensure the flex funding reserve (Bucket 4) is adequate to support sponsorship investments if costs increase, allow for the allocation of additional funds across buckets, and ensures funds are available if revenue projections are inaccurate; and,
- o Emphasize Sponsorship by allocating a more significant percentage of funds to that bucket.

In response to this feedback, the staff is recommending the following allocation across buckets:

Buckets	TOT	TBID Zone 1 & TBID Advisory
1- Sponsorship	\$ 2,340,000	\$ 2,100,000
2- Grant Program	\$ 1,820,000	\$ 1,680,000
3- Out of Cycle	\$ 520,000	\$ 126,000
4- Reserve (Flex Fund)	\$ 520,000	\$ 364,000
Total	\$ 5,200,000	\$ 4,270,000
1- Sponsorship	45%	50%
2- Grant Program	35%	40%
3- Out of Cycle	10%	3%
4- Flex Funding	10%	7%
Total	100%	100%

FY 23.24 TOT funds available	TBID Total
\$ 5,200,000	\$ 4,200,000

While the percentages varied by committee, this proposal aligns with the agreed-upon tenants outlined above. These percentages are intended to be guidelines and may change in future years.

Next Steps

If your Board adopts the Program document, Sponsorship will roll out in May 2023. NTCA will release Letters of Interest on the NTCA website and schedule a workshop to share Program information with potential applicants.

After the sponsorships are approved, the NTCA will solicit proposals for its annual grant program from Bucket #2 in fall 2023. The NTCA will work with county staff and the CAP Committee to coordinate

the Program's new grant program with the current CAP Committee grant cycle, which also rolls out in the fall each year.



North Tahoe Community Alliance

Community Vitality and Economic Health Investment Program

Submitted May 3, 2023

Investment in programs, projects, services, and maintenance activities to achieve community vitality, economic health, and environmental sustainability that benefits residents, businesses, and visitors in the North Lake Tahoe region.

Program Introduction

The Community Vitality and Economic Health Program ("Program") aims to invest in programs, projects, services, and limited maintenance activities to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses, and visitors. In addition, this Program aims to provide a clear and strategic approach to allocate Transient Occupancy Tax ("TOT") and North Lake Tahoe Tourism Business Improvement District ("NLTTBID") assessment funds to promote community well-being and economic growth in the North Lake Tahoe region.

The development of the Program document involved close collaboration and feedback from the four committees, including the TBID Advisory, Zone 1, Transient Occupancy Tax Committee ("TOT"), and Capital Projects Advisory Committee ("CAP"). Each committee participated in four meetings where they vetted program components, provided insights, and contributed to refining the program structure. In addition, we conducted a comprehensive community survey to gather input from residents and stakeholders. This valuable feedback has been incorporated into the Program to ensure it accurately reflects the needs, priorities, and aspirations of the North Tahoe community. The result is a comprehensive and well-considered framework that aligns with the goals and importance of the North Tahoe Community Alliance ("NTCA") and Placer County Board.

This document outlines program elements, criteria, process steps, and guiding documents. All committees referenced above-provided input along with key stakeholders, including potential program applicants.

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Section 1: PROGRAM ELEMENTS

Program Elements

Program elements are divided into four key buckets, including:

Bucket #1 - Sponsorship and Multi-Year Investment Program (“Sponsorship”)

Bucket #2 - Annual Grant Program

Bucket #3 – Out-of-Cycle Investments

Bucket #4 – “Flex Funding” Reserve

Eligibility and Decision-making

The Community Vitality and Economic Health program (“Program”) will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities
- Public and stakeholder input in public meetings, town halls, or other public outreach efforts
- North Lake Tahoe Tourism Business Improvement District (NLTTBID) Management District Plan priorities
- Measure A Ballot language
- Placer County’s Housing Work Plan
- Placer County’s Housing Element
- Placer County’s Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency’s Regional Transportation Plan
- Tourism Master Plan (May be updated during Program implementation)
- Program criteria outlined in **ATTACHMENT 1**

Eligible investment opportunities for the Program must fit within one of several categories listed below:

- Workforce Housing
- Economic Development, Transportation, and Other Priorities

- Sustainability and Mitigation of Tourism/Limited Maintenance (enhanced trash service, crossing guards, community outreach, education campaigns, dog waste stations, Etc.)
- Trails

If there are existing funding sources for investment opportunities, additional funds should support the expansion of enhancement of those services during peak periods. For example, the NTCA receives a proposal for additional trash service. In that case, it should be to enhance or expand that service on weekends, holidays, and other periods when visitation is high in the region.

ATTACHMENT 1 outlines Program criteria for Sponsorship, the Annual Grant Cycle, and Out-of-Cycle Investments.

Committee Engagement Process

After applicants submit a proposal for Sponsorship, the Annual Grant Program, or Out of Cycle Investments, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in a proposal or Letter of Interest meet minimum standards including response to community feedback, alignment with guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route proposals to the appropriate committee for review/consideration, as detailed below.

Section 2: COMMITTEE ROUTING GUIDELINES

Committee	Funding Source	Investment Priority
Transient Occupancy Tax (TOT) Committee	TOT	1. Workforce housing and transportation
Zone 1 Committee	Assessment Revenue	1. Investments primarily or exclusively in the Tahoe Basin 2. Investment categories outside of housing and transportation, including tourism mitigation, business advocacy, and other Chamber-related activities. 3. All committees may consider housing and transportation investments; however, the

		TOT and CAP Committees should lead in funding within these categories.
TBID Advisory	Assessment Revenue	<ol style="list-style-type: none"> 1. Investment categories outside of housing and transportation, including tourism mitigation, business advocacy, and other Chamber-related activities. 2. All committees may consider housing and transportation investments; however, the TOT and CAP Committees should lead in funding within these categories.
CAP Committee	TOT	Further discussion and coordination are needed; however, capital project investments will be the primary focus.

Section 3: MINIMUM PROGRAM CRITERIA

Minimum Requirements

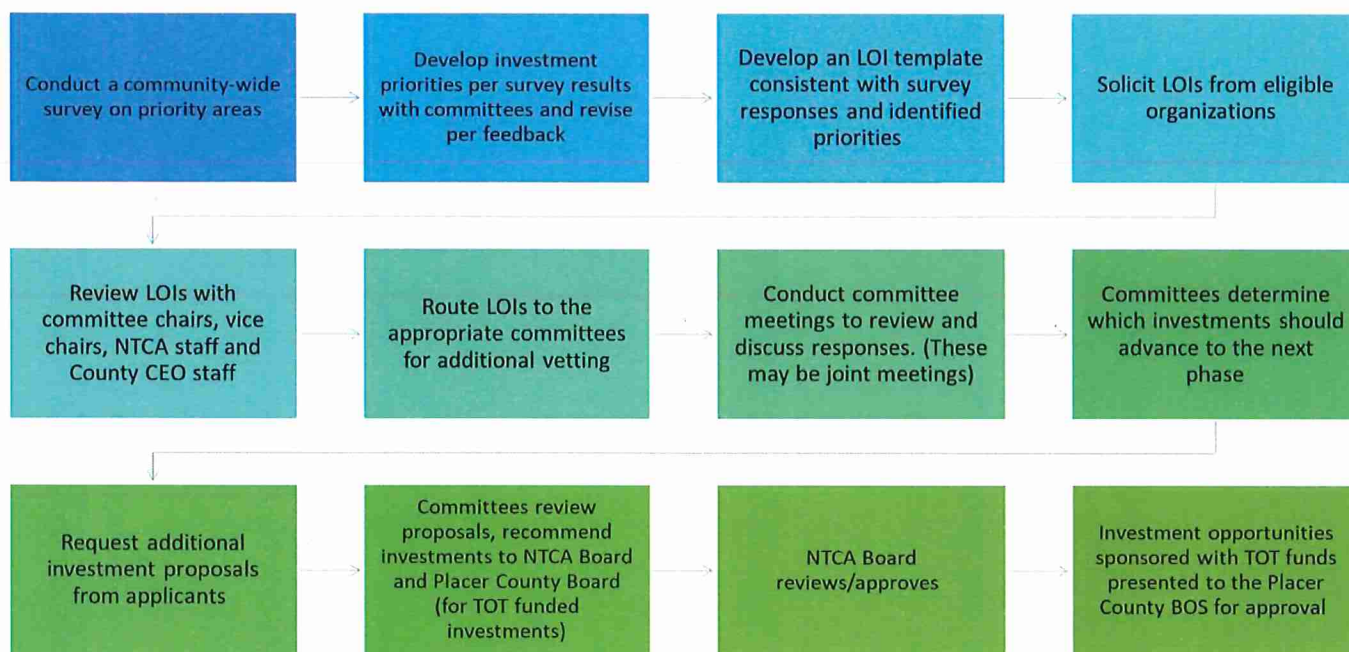
- The applicant is a nonprofit, government agency, or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant provides services or conducts business in the North Lake Tahoe community, including the Placer County portion of the Lake Tahoe Basin, the 267 and 89 corridors, and Donner Summit (For TOT funds only).
- The applicant's proposal is consistent with the preferred investments outlined in a solicitation.
- The investment is in alignment with the Program criteria outlined in **ATTACHMENT 1**.
- The proposal demonstrates public benefit, i.e., all residents within defined boundaries, and is not or would not be considered a gift of public funds.
- Placer County or other agencies do not already fund the investment; however, proposals to enhance or expand the investment are eligible.

Section 4: PROGRAM ELEMENT OVERVIEW

Bucket #1 - Sponsorship and Multi-Year Investment Program

Summary

The North Tahoe Community Alliance (NTCA) Sponsorship and Multi-Year Investment program ("Sponsorship") supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that require annual financial support to achieve success and realize community goals over three years (July 1, 2023 – June 30, 2026). Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID. The steps to identify investment opportunities for Sponsorship include the following:



Detail

Community-Wide Surveys

The NTCA will conduct a community-wide survey to inform investment opportunity criteria and help assess priorities within the guiding documents referenced above. The survey results are intended to provide a data point for decision-making and should not be the only data point used. Committees and the NTCA board should also consider guiding documents and public input. After the NTCA staff compiles survey results, the team will confer with Placer County CEO staff to discuss alignment with county priorities. Then, a

request for Letters of Interest (LOI) will be released. A sample LOI is included in **ATTACHMENT 2** of this document. Applicants must complete the LOI, including a summary, budget, matching funds, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, reduced wait times for transportation service, Etc.

Eligible investment opportunities must fit within one of several categories listed below:

- **Workforce Housing**
- **Economic Development, Transportation, and Other Priorities**
- **Sustainability and Mitigation of Tourism/Limited Maintenance**
- **Trails**

Vetting Letters of Interest

After applicants submit the LOI, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in each LOI meet minimum standards, including response to community feedback, alignment w/ guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route the LOI to the appropriate committee for review/consideration as detailed below.

Each committee will receive a report on all LOIs received and a justification for sending the LOIs to specific committees or rejecting an LOI. The information will allow the committee to understand the entire landscape of investment opportunities, reasons for eliminating an LOI, and opportunities to collaborate across committees throughout the process.

Each committee will review LOIs and determine which investment opportunity/opportunities to consider for Sponsorship. In addition, the NTCA may schedule joint committee meetings for housing and transportation-related investment opportunities due to the overlap identified above.

Investment opportunities that meet requirements will move to the second stage of vetting, including presentations from applicants to committees. Committees may request additional information from the applicant and review it before committee action. Finally, all committees may convene jointly to review the final list of recommended investment opportunities before submission to the NTCA board of directors.

The NTCA board of directors will consider the recommendations and may invite applicants to attend. Then, the board will take final action on TBID-funded investment opportunities and recommend TOT-funded Investment Opportunities to the Placer County Board of Supervisors.

Once approved, the applicant will contract directly with the NTCA and must provide regular updates on status, metrics, unanticipated challenges, schedule updates Etc. Should an Investment Opportunity not meet contract terms, the NTCA may eliminate the investment from the Program and replace it at the discretion of the NTCA Board of Directors with concurrence from the Placer County Board of Supervisors for TOT-funded sponsorships.

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Bucket #2 - NTCA Annual Grant Program

Summary

The NTCA Annual Grant Program supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that may not be eligible for Sponsorship or do not require multi-year funding support. Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID. The steps to identify investment opportunities for the annual grant program include the following:



Detail

The NTCA will develop grant guidelines that reflect community priorities identified in the annual community survey and feedback from County CEO staff. Then, the NTCA will distribute grant guidelines with a request for grant proposals from government agencies, nonprofits, and businesses.

Grant applications will include a request for proposal summary, budget, matching fund opportunities, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, Etc.

Eligible investment opportunities must fit within one of several categories outlined above. The review, routing, and vetting process will follow NTCA's Sponsorship program outlined above.

#3 – Out-of-Cycle Investments

Summary

The NTCA's Out-of-Cycle Investments is for investment opportunities that are not eligible for Sponsorship or are not ready for sponsorship consideration and fall outside the regular grant cycle. A predetermined amount of funding will be set aside. In addition to that listed above, criteria for this Program include a new investment opportunity with community/stakeholder support, matching funds, and community impact. Additionally, investment Opportunities must be consistent with the categories listed above, including community feedback and guiding documents.

Detail

The NTCA will develop and post an application for the Program. NTCA staff, in coordination with Placer CEO staff, will vet and route applications to the appropriate committee/committees. If committees recommend the Investment Opportunity for support, the NTCA board will review the application for consideration. If the funding source is TOT, the Placer County Board of Supervisors must also approve funds that support the application.

#4 – “Flex Funding” Reserve

Summary

The NTCA may set aside a percentage of TOT and TBID funds to support future Investment Opportunities.



Section 5: ATTACHMENT 1 – PROGRAM CRITERIA

Committees will compare all proposals to the criteria outlined below. The NTCA may provide additional measures customized for each program element. All submissions must meet the qualifications outlined below. The Program criteria may be modified if/when the CAP Committee participates in the Program.

Section 1 – Community Vitality (Up to 35 points)

Investments that are focused on the community and the preservation and enhancement of its culture.

- The community identified the proposed investment as a high priority per community survey results.

- For TOT-funded investments, the proposal aligns with Placer County's [Critical Success Factors](#).

- The proposed investment aligns with one or more guiding documents outlined in the Program document on page one.

- The proposed investment has proven demand (community feedback, current metrics demonstrating need or growth).

- Investment monitoring and tracking metrics are sufficient to evaluate the success or adapt as needed.

- Investment demonstrates a commitment to promoting diversity and inclusion within the community by actively engaging underrepresented groups, fostering inclusive community dialogue and/or ensuring equitable access to resources and opportunities.

Section 2 – Economic Health (Up to 35 points)

Investments that facilitate collaboration with local businesses and community stakeholders to positively impact the region's economic health, focusing efforts on fostering a continually thriving community.

- The proposal aligns with community priorities outlined in guiding documents.
- The proposal includes monitoring and tracking metrics sufficient to evaluate the success or adapt as needed.
- The proposal demonstrates that the investment will positively impact the region's economic health.
- The investment supports local businesses, stimulates local spending and increased the community's overall economic activity.
- The proposal demonstrates public benefit, i.e., all residents within defined boundaries, and is not or would not be considered a gift of public funds.

*(The California gift of public funds doctrine set forth in the California Constitution, Article XVI, § 6, prohibits the giving or lending of **public funds** to any person or entity, public or private. "In determining whether an appropriation of state funds or property is to be considered a gift, the primary question is whether the funds are to be used for a "public" or "private" purpose. If they are for a "public purpose", they are not a gift within the meaning of [§6 of art. XVI]. If an expenditure serves a primary public purpose, it is not a gift even if it incidentally benefits an individual)*

Section 3 - Environmental Stewardship (Up to 35 points)

Investments that provide resources and tools to educate stakeholders on sustainable efforts and help people collaborate to preserve our region for generations to come.

- The proposed investment encourages or supports environmental stewardship by visitors and residents to the North Lake Tahoe region.

- The proposed investment provides tools to educate visitors and residents on the region's environmental sustainability activities and opportunities.
- Investments contribute to the long-term health and well-being of the community by promoting environmentally friendly practices and minimizing negative environmental impacts.
- The investment will protect, restore, or enhance natural habitats and ecosystems.
- The investment fosters environmental stewardship, raising awareness of environmental issues, and promotes sustainable behaviors among residents and visitors.

Section 4 – Budget (Up to 20 points)

- The proposed budget has clearly defined expense categories and identified revenue streams.
- The budget admin/overhead expenses are limited to 10 percent.
- The proposed investment has projected funding identified and committed.
- There are adequate provisions for unforeseen expenses or potential changes in the project scope.

Section 5 – Organizational Capacity (Up to 15 points)

- The applicant has demonstrated the ability to implement the proposed project, program, or service.
- The applicant has demonstrated fiscal solvency to ensure its long-term ability to meet financial obligations.
- The organization has staff to support or plans to expand staff capacity to meet sponsorship goals.
- The qualifications, experience and diversity of the applicant team, including management, technical experts and support staff are adequate to complete the proposed investment.

Section 6 - Investment Readiness (20 points)

- Permits, right of ways, impact studies, or associated approvals are complete, and the investment is "shovel ready" or ready to launch.
- If the applicant is not the landowner of a project, the landowner has demonstrated support for the project (a letter of support, agreement, a reference).

Section 7 - Match Requirements (Sliding scale)

In addition, the matching scale differs by organization type, specifically around property tax revenue.

1. Applicants that do NOT receive property tax revenue (nonprofits, businesses, Etc.)

Match Percentage	Points Assigned
>50%	40
50%	25
25%	10
<25%	0

2. Applicants that DO receive property tax revenue (Counties, special districts, other)

Match Percentage	Points Assigned
>50%	25
50%	15
25%	5
<25%	0



Section 6: ATTACHMENT 2 – Sponsorship Letter of Interest Cover Letter

Program Introduction

Thank you for your interest in the NTCA's Sponsorship program ("Sponsorship"). We are excited to learn about your project, program, or service that supports community vitality and economic sustainability in the North Lake Tahoe region.

Please provide the requested information and keep your responses to at most four pages, NOT including this cover letter. A summary of eligible program/project types is outlined below. In addition, please review **ATTACHMENT 1** for detail on sponsorship criteria.

Sponsorship Category Summary

The NTCA seeks to partner with community organizations to support projects, programs, and services in the following categories. Please take note of the preferred investments outlined within each category.

1. **Workforce Housing**

Preferred investments include the expansion of existing and successful workforce housing programs such as:

- Programs that retain or increase the availability of long-term or seasonal rentals (lease to locals, rental assistance, other.)
- First-time homebuyer assistance programs
- Fee offsets and other efforts to reduce costs during the pre-entitlement and entitlement process
- Assistance with Accessory Dwelling Units (ADUs)
- Deed restriction programs

Other workforce housing preferred investments include adaptive reuse, property acquisition, the planning and construction of workforce housing projects, and new programs not identified above.

- #### 2. **Economic Development, Transportation, and Other Priorities** – Preferred investments include expanded or enhanced public transportation service, micro-transit service, shuttle service, park and ride, and infrastructure planning/construction within the Resort Triangle, specifically along the SR 89 and SR 267 corridors.

3. **Sustainability and Mitigation of Tourism/Maintenance** – Preferred investments include trash mitigation, traffic-calming measures, crossing guards, and communication/outreach initiatives to visitors. Other maintenance activities include trail and restroom maintenance activities. Each investment should enhance existing services and be provided during peak visitation periods. The NTCA will consider the emphasis on peak visitation periods for new investments.
4. **Trails** – Preferred investments include the planning and construction of new trails that support the Resort Triangle as outlined in the Resort Triangle Transportation Plan, The TRPA's Regional Transportation Plan, and the Placer County Parks and Trails Master Plan.

Submittal Deadline - Please complete the Sponsorship LOI by **June 15, 2023**

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Section 7: NTCA Sponsorship Letter of Interest Application (Available online)

Legal Name of Applicant: _____

Which best describes your organization:

Nonprofit

Government Agency

Business

Other

Please describe your organization's mission statement, business purpose, or public service provided:

Physical Address: _____

City: _____ State: _____ Zip Code: _____

Matching Funds: (Must be 25 percent of the total requested amount).

Year 1 _____ Year 2 _____ Year 3 _____

Please include a line-item budget in the table below. Projected expenses for future years are acceptable. You can submit changes as needed; however, the sponsorship funding amount will not change.

Line Items	Expenses Year 1	Expenses Year 2	Expenses Year 3
TOTAL EXPENSES			
TOTAL MATCH			
TOTAL REQUESTED			

Please provide detail on matching funds. Please also include detail on funds that may not be committed by other funders but may be secured if Sponsorship is successful.



Section 8: ATTACHMENT 3 – Cover Letter and Application for Out-of-Cycle Investments

The purpose of Out of Cycle Investment under the Program is to address emergent needs and time-sensitive projects that arise outside the annual grant cycle. This bucket enables the North Tahoe Community Alliance and the Placer County Board to respond swiftly and effectively to unforeseen challenges or capitalize on unique opportunities that align with the Program's strategic goals and priorities.

By offering funding for out-of-cycle investments, the Program ensures that organizations and projects in the North Lake Tahoe region have access to financial support when they need it most. In addition, this flexibility allows the community to address pressing issues, such as workforce housing, transportation, tourism mitigation, and other related priorities, on time, contributing to the long-term sustainability and growth of the region.

In addition, Out-of-Cycle Investments promote innovation and adaptability by encouraging organizations to develop creative solutions to emerging problems or seize opportunities that may significantly impact the community's vitality and economic health. By fostering a proactive approach to addressing the evolving needs of the North Tahoe region, the Out of Cycle Opportunities bucket plays a vital role in creating a thriving and sustainable community for residents, businesses, and visitors alike.

To be considered for Out of Cycle Investment funds, please complete the online application on the NTCA's website. If your proposal meets the Program criteria outlined in the Program document, your submission may be considered by one of several NTCA committees for available TBID or TOT funds.



Section 9: NTCA Out of Cycle Investment Funds Application – (Will be available online when program element launches)

[Organization Name or Applicant's Name]

[Organization or Applicant's Address]

[City, State, ZIP Code]

[Email Address]

[Phone Number]

[Date]

[Street Address]

[City, State, ZIP Code]

Subject: Application for Out-of-Cycle Investments

Please complete the required information below:

Organization/Applicant Information:

- a. Organization/Applicant Name:
- b. Organization/Applicant Address:
- c. Organization/Applicant Email:
- d. Organization/Applicant Phone Number:
- e. Organization/Applicant Website (if applicable):
- f. Brief description of the organization or individual applicant (max 100 words):

Project/Initiative Overview:

- a. Proposal Title:
- b. Brief description of the investment (max 200 words):
- c. Timeframe for the investment implementation:
- d. Total Investment cost:
- e. Amount requested from Bucket #3 – Out-of-Cycle Investments:
- f. List other funding sources (secured or anticipated) for this project/initiative:

Alignment with Program Priorities:

- a. Explain how the investment aligns with Program priorities, including workforce housing, transportation, tourism mitigation, or other related priorities (max 300 words):

Outcomes and Impact:

- a. Describe the expected outcomes and impact of the investment on the North Lake Tahoe community (max 300 words):
- b. Explain how the investment addresses an emergent need or time-sensitive opportunity (max 200 words):

Evaluation and Reporting:

- a. Describe the methods you will use to evaluate the success and impact of the investment (max 200 words):
- b. Outline the reporting process and frequency for updating the North Lake Tahoe Community Alliance on investment progress (max 200 words):



Section 10 – Percent Allocation Across “Buckets”

The following table reflects the recommended allocations across buckets from the TBID Advisory, Zone 1 and TOT committees. The funding amounts will change when future revenue projections are included for sponsorship funds. These are guidelines and may be revised across buckets in future years.

The following guidelines should be considered when evaluating percent allocations across buckets:

1. Allocate the majority of funds to Bucket 1 (Sponsorship) and Bucket 2 (Annual Grant Program); and,
2. Ensure the flex funding reserve (Bucket 4) is adequate to support sponsorship investments if costs increase, allow for the allocation of additional funds across buckets, and ensures funds are available if revenue projections are inaccurate; and,
3. Emphasize Sponsorship by allocating the majority of funds to Bucket #1.

Buckets	TOT	TBID Zone 1 & TBID Advisory
1- Sponsorship	\$ 2,340,000	\$ 2,100,000
2- Grant Program	\$ 1,820,000	\$ 1,680,000
3- Out of Cycle	\$ 520,000	\$ 126,000
4- Reserve (Flex Fund)	\$ 520,000	\$ 364,000
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FY 23.24 TOT funds available	TBID Total
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North Tahoe Community Alliance

Community Vitality and Economic Health Investment Program

Submitted May 3, 2023

Investment in programs, projects, services, and maintenance activities to achieve community vitality, economic health, and environmental sustainability that benefits residents, businesses, and visitors in the North Lake Tahoe region.

Program Introduction

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The development of the Program document involved close collaboration and feedback from the four committees, including the TBID Advisory, Zone 1, Transient Occupancy Tax Committee ("TOT"), and Capital Projects Advisory Committee ("CAP"). Each committee participated in four meetings where they vetted program components, provided insights, and contributed to refining the program structure. In addition, we conducted a comprehensive community survey to gather input from residents and stakeholders. This valuable feedback has been incorporated into the Program to ensure it accurately reflects the needs, priorities, and aspirations of the North Tahoe community. The result is a comprehensive and well-considered framework that aligns with the goals and importance of the North Tahoe Community Alliance ("NTCA") and Placer County Board.

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Section 1: PROGRAM ELEMENTS

Program Elements

Program elements are divided into four key buckets, including:

Bucket #1 - Sponsorship and Multi-Year Investment Program (“Sponsorship”)

Bucket #2 - Annual Grant Program

Bucket #3 – Out-of-Cycle Investments

Bucket #4 – “Flex Funding” Reserve

Eligibility and Decision-making

The Community Vitality and Economic Health program (“Program”) will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities
- Public and stakeholder input in public meetings, town halls, or other public outreach efforts
- North Lake Tahoe Tourism Business Improvement District (NLTTBID) Management District Plan priorities
- Measure A Ballot language
- Placer County’s Housing Work Plan
- Placer County’s Housing Element
- Placer County’s Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency’s Regional Transportation Plan
- Tourism Master Plan (May be updated during Program implementation)
- Program criteria outlined in **ATTACHMENT 1**

Eligible investment opportunities for the Program must fit within one of several categories listed below:

- Workforce Housing
- Economic Development, Transportation, and Other Priorities

- Sustainability and Mitigation of Tourism/Limited Maintenance (enhanced trash service, crossing guards, community outreach, education campaigns, dog waste stations, Etc.)
- Trails

If there are existing funding sources for investment opportunities, additional funds should support the expansion of enhancement of those services during peak periods. For example, the NTCA receives a proposal for additional trash service. In that case, it should be to enhance or expand that service on weekends, holidays, and other periods when visitation is high in the region.

ATTACHMENT 1 outlines Program criteria for Sponsorship, the Annual Grant Cycle, and Out-of-Cycle Investments.

Committee Engagement Process

After applicants submit a proposal for Sponsorship, the Annual Grant Program, or Out of Cycle Investments, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in a proposal or Letter of Interest meet minimum standards including response to community feedback, alignment with guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route proposals to the appropriate committee for review/consideration, as detailed below.

Section 2: COMMITTEE ROUTING GUIDELINES

Committee	Funding Source	Investment Priority
Transient Occupancy Tax (TOT) Committee	TOT	1. Workforce housing and transportation
Zone 1 Committee	Assessment Revenue	1. Investments primarily or exclusively in the Tahoe Basin 2. Investment categories outside of housing and transportation, including tourism mitigation, business advocacy, and other Chamber-related activities. 3. All committees may consider housing and transportation investments; however, the

		TOT and CAP Committees should lead in funding within these categories.
TBID Advisory	Assessment Revenue	<ol style="list-style-type: none"> 1. Investment categories outside of housing and transportation, including tourism mitigation, business advocacy, and other Chamber-related activities. 2. All committees may consider housing and transportation investments; however, the TOT and CAP Committees should lead in funding within these categories.
CAP Committee	TOT	Further discussion and coordination are needed; however, capital project investments will be the primary focus.

Section 3: MINIMUM PROGRAM CRITERIA

Minimum Requirements

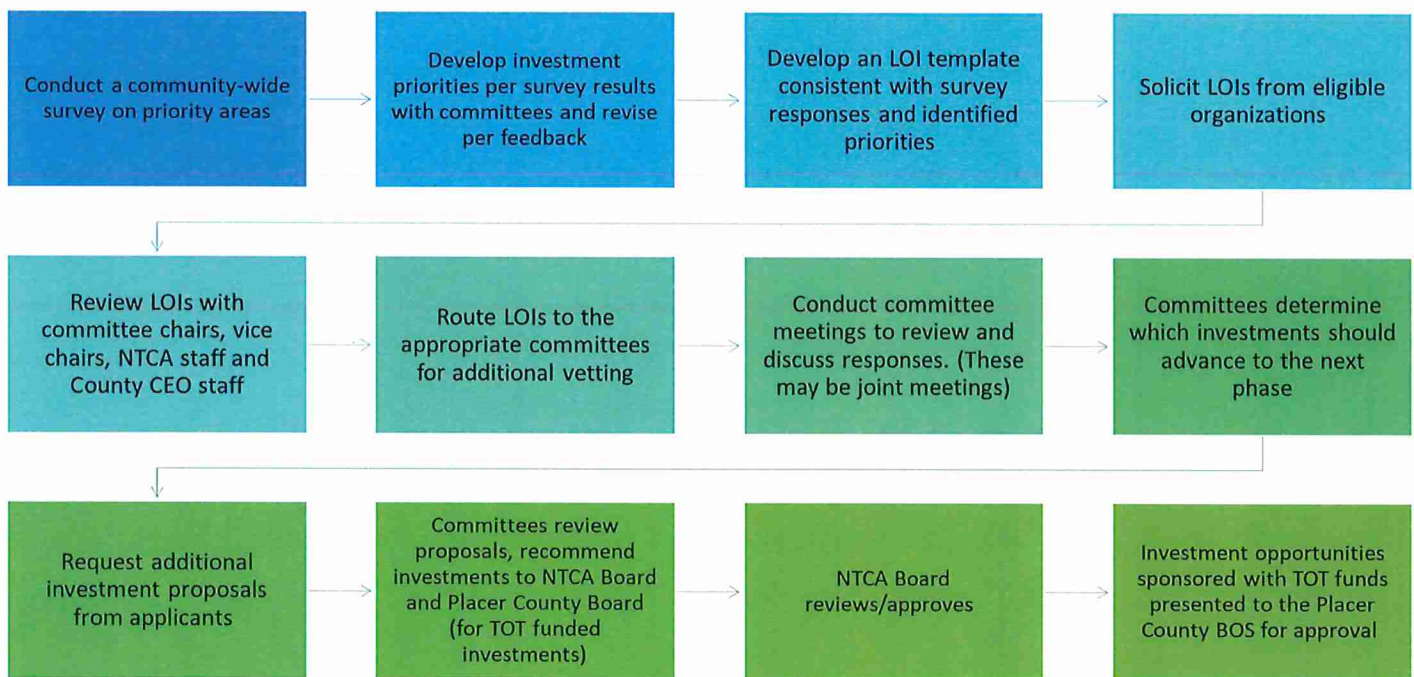
- The applicant is a nonprofit, government agency, or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant provides services or conducts business in the North Lake Tahoe community, including the Placer County portion of the Lake Tahoe Basin, the 267 and 89 corridors, and Donner Summit (For TOT funds only).
- The applicant's proposal is consistent with the preferred investments outlined in a solicitation.
- The investment is in alignment with the Program criteria outlined in **ATTACHMENT 1**.
- The proposal demonstrates public benefit, i.e., all residents within defined boundaries, and is not or would not be considered a gift of public funds.
- Placer County or other agencies do not already fund the investment; however, proposals to enhance or expand the investment are eligible.

Section 4: PROGRAM ELEMENT OVERVIEW

Bucket #1 - Sponsorship and Multi-Year Investment Program

Summary

The North Tahoe Community Alliance (NTCA) Sponsorship and Multi-Year Investment program ("Sponsorship") supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that require annual financial support to achieve success and realize community goals over three years (July 1, 2023 – June 30, 2026). Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID. The steps to identify investment opportunities for Sponsorship include the following:



Detail

Community-Wide Surveys

The NTCA will conduct a community-wide survey to inform investment opportunity criteria and help assess priorities within the guiding documents referenced above. The survey results are intended to provide a data point for decision-making and should not be the only data point used. Committees and the NTCA board should also consider guiding documents and public input. After the NTCA staff compiles survey results, the team will confer with Placer County CEO staff to discuss alignment with county priorities. Then, a

request for Letters of Interest (LOI) will be released. A sample LOI is included in **ATTACHMENT 2** of this document. Applicants must complete the LOI, including a summary, budget, matching funds, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, reduced wait times for transportation service, Etc.

Eligible investment opportunities must fit within one of several categories listed below:

- **Workforce Housing**
- **Economic Development, Transportation, and Other Priorities**
- **Sustainability and Mitigation of Tourism/Limited Maintenance**
- **Trails**

Vetting Letters of Interest

After applicants submit the LOI, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in each LOI meet minimum standards, including response to community feedback, alignment w/ guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route the LOI to the appropriate committee for review/consideration as detailed below.

Each committee will receive a report on all LOIs received and a justification for sending the LOIs to specific committees or rejecting an LOI. The information will allow the committee to understand the entire landscape of investment opportunities, reasons for eliminating an LOI, and opportunities to collaborate across committees throughout the process.

Each committee will review LOIs and determine which investment opportunity/opportunities to consider for Sponsorship. In addition, the NTCA may schedule joint committee meetings for housing and transportation-related investment opportunities due to the overlap identified above.

Investment opportunities that meet requirements will move to the second stage of vetting, including presentations from applicants to committees. Committees may request additional information from the applicant and review it before committee action. Finally, all committees may convene jointly to review the final list of recommended investment opportunities before submission to the NTCA board of directors.

The NTCA board of directors will consider the recommendations and may invite applicants to attend. Then, the board will take final action on TBID-funded investment opportunities and recommend TOT-funded Investment Opportunities to the Placer County Board of Supervisors.

Once approved, the applicant will contract directly with the NTCA and must provide regular updates on status, metrics, unanticipated challenges, schedule updates Etc. Should an Investment Opportunity not meet contract terms, the NTCA may eliminate the investment from the Program and replace it at the discretion of the NTCA Board of Directors with concurrence from the Placer County Board of Supervisors for TOT-funded sponsorships.

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Bucket #2 - NTCA Annual Grant Program

Summary

The NTCA Annual Grant Program supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that may not be eligible for Sponsorship or do not require multi-year funding support. Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID. The steps to identify investment opportunities for the annual grant program include the following:



Detail

The NTCA will develop grant guidelines that reflect community priorities identified in the annual community survey and feedback from County CEO staff. Then, the NTCA will distribute grant guidelines with a request for grant proposals from government agencies, nonprofits, and businesses.

Grant applications will include a request for proposal summary, budget, matching fund opportunities, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, Etc.

Eligible investment opportunities must fit within one of several categories outlined above. The review, routing, and vetting process will follow NTCA's Sponsorship program outlined above.

#3 – Out-of-Cycle Investments

Summary

The NTCA's Out-of-Cycle Investments is for investment opportunities that are not eligible for Sponsorship or are not ready for sponsorship consideration and fall outside the regular grant cycle. A predetermined amount of funding will be set aside. In addition to that listed above, criteria for this Program include a new investment opportunity with community/stakeholder support, matching funds, and community impact. Additionally, investment Opportunities must be consistent with the categories listed above, including community feedback and guiding documents.

Detail

The NTCA will develop and post an application for the Program. NTCA staff, in coordination with Placer CEO staff, will vet and route applications to the appropriate committee/committees. If committees recommend the Investment Opportunity for support, the NTCA board will review the application for consideration. If the funding source is TOT, the Placer County Board of Supervisors must also approve funds that support the application.

#4 – “Flex Funding” Reserve

Summary

The NTCA may set aside a percentage of TOT and TBID funds to support future Investment Opportunities.



Section 5: ATTACHMENT 1 – PROGRAM CRITERIA

Committees will compare all proposals to the criteria outlined below. The NTCA may provide additional measures customized for each program element. All submissions must meet the qualifications outlined below. The Program criteria may be modified if/when the CAP Committee participates in the Program.

Section 1 – Community Vitality (Up to 35 points)

Investments that are focused on the community and the preservation and enhancement of its culture.

- The community identified the proposed investment as a high priority per community survey results.

- For TOT-funded investments, the proposal aligns with Placer County's [Critical Success Factors](#).

- The proposed investment aligns with one or more guiding documents outlined in the Program document on page one.

- The proposed investment has proven demand (community feedback, current metrics demonstrating need or growth).

- Investment monitoring and tracking metrics are sufficient to evaluate the success or adapt as needed.

- Investment demonstrates a commitment to promoting diversity and inclusion within the community by actively engaging underrepresented groups, fostering inclusive community dialogue and/or ensuring equitable access to resources and opportunities.

Section 2 – Economic Health (Up to 35 points)

Investments that facilitate collaboration with local businesses and community stakeholders to positively impact the region's economic health, focusing efforts on fostering a continually thriving community.

- The proposal aligns with community priorities outlined in guiding documents.
- The proposal includes monitoring and tracking metrics sufficient to evaluate the success or adapt as needed.
- The proposal demonstrates that the investment will positively impact the region's economic health.
- The investment supports local businesses, stimulates local spending and increased the community's overall economic activity.
- The proposal demonstrates public benefit, i.e., all residents within defined boundaries, and is not or would not be considered a gift of public funds.

*(The California gift of public funds doctrine set forth in the California Constitution, Article XVI, § 6, prohibits the giving or lending of **public funds** to any person or entity, public or private. "In determining whether an appropriation of state funds or property is to be considered a gift, the primary question is whether the funds are to be used for a "public" or "private" purpose. If they are for a "public purpose", they are not a gift within the meaning of [§6 of art. XVI]. If an expenditure serves a primary public purpose, it is not a gift even if it incidentally benefits an individual)*

Section 3 - Environmental Stewardship (Up to 35 points)

Investments that provide resources and tools to educate stakeholders on sustainable efforts and help people collaborate to preserve our region for generations to come.

- The proposed investment encourages or supports environmental stewardship by visitors and residents to the North Lake Tahoe region.

- The proposed investment provides tools to educate visitors and residents on the region's environmental sustainability activities and opportunities.
- Investments contribute to the long-term health and well-being of the community by promoting environmentally friendly practices and minimizing negative environmental impacts.
- The investment will protect, restore, or enhance natural habitats and ecosystems.
- The investment fosters environmental stewardship, raising awareness of environmental issues, and promotes sustainable behaviors among residents and visitors.

Section 4 – Budget (Up to 20 points)

- The proposed budget has clearly defined expense categories and identified revenue streams.
- The budget admin/overhead expenses are limited to 10 percent.
- The proposed investment has projected funding identified and committed.
- There are adequate provisions for unforeseen expenses or potential changes in the project scope.

Section 5 – Organizational Capacity (Up to 15 points)

- The applicant has demonstrated the ability to implement the proposed project, program, or service.
- The applicant has demonstrated fiscal solvency to ensure its long-term ability to meet financial obligations.
- The organization has staff to support or plans to expand staff capacity to meet sponsorship goals.
- The qualifications, experience and diversity of the applicant team, including management, technical experts and support staff are adequate to complete the proposed investment.

Section 6 - Investment Readiness (20 points)

- Permits, right of ways, impact studies, or associated approvals are complete, and the investment is "shovel ready" or ready to launch.
- If the applicant is not the landowner of a project, the landowner has demonstrated support for the project (a letter of support, agreement, a reference).

Section 7 - Match Requirements (Sliding scale)

In addition, the matching scale differs by organization type, specifically around property tax revenue.

1. Applicants that do NOT receive property tax revenue (nonprofits, businesses, Etc.)

Match Percentage	Points Assigned
>50%	40
50%	25
25%	10
<25%	0

2. Applicants that DO receive property tax revenue (Counties, special districts, other)

Match Percentage	Points Assigned
>50%	25
50%	15
25%	5
<25%	0



Section 6: ATTACHMENT 2 – Sponsorship Letter of Interest Cover Letter

Program Introduction

Thank you for your interest in the NTCA's Sponsorship program ("Sponsorship"). We are excited to learn about your project, program, or service that supports community vitality and economic sustainability in the North Lake Tahoe region.

Please provide the requested information and keep your responses to at most four pages, NOT including this cover letter. A summary of eligible program/project types is outlined below. In addition, please review **ATTACHMENT 1** for detail on sponsorship criteria.

Sponsorship Category Summary

The NTCA seeks to partner with community organizations to support projects, programs, and services in the following categories. Please take note of the preferred investments outlined within each category.

1. **Workforce Housing**

Preferred investments include the expansion of existing and successful workforce housing programs such as:

- Programs that retain or increase the availability of long-term or seasonal rentals (lease to locals, rental assistance, other.)
- First-time homebuyer assistance programs
- Fee offsets and other efforts to reduce costs during the pre-entitlement and entitlement process
- Assistance with Accessory Dwelling Units (ADUs)
- Deed restriction programs

Other workforce housing preferred investments include adaptive reuse, property acquisition, the planning and construction of workforce housing projects, and new programs not identified above.

- #### 2. **Economic Development, Transportation, and Other Priorities** – Preferred investments include expanded or enhanced public transportation service, micro-transit service, shuttle service, park and ride, and infrastructure planning/construction within the Resort Triangle, specifically along the SR 89 and SR 267 corridors.

3. **Sustainability and Mitigation of Tourism/Maintenance** – Preferred investments include trash mitigation, traffic-calming measures, crossing guards, and communication/outreach initiatives to visitors. Other maintenance activities include trail and restroom maintenance activities. Each investment should enhance existing services and be provided during peak visitation periods. The NTCA will consider the emphasis on peak visitation periods for new investments.

4. **Trails** – Preferred investments include the planning and construction of new trails that support the Resort Triangle as outlined in the Resort Triangle Transportation Plan, The TRPA's Regional Transportation Plan, and the Placer County Parks and Trails Master Plan.

Submittal Deadline - Please complete the Sponsorship LOI by **June 15, 2023**

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Section 7: NTCA Sponsorship Letter of Interest Application (Available online)

Legal Name of Applicant: _____

Which best describes your organization:

Nonprofit

Government Agency

Business

Other

Please describe your organization's mission statement, business purpose, or public service provided:

Physical Address: _____

City: _____ State: _____ Zip Code: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Name of Project, Program or Service: _____

Proposal

Summary:

Budget Detail

Requested Amount:

Year 1 _____ Year 2 _____ Year 3 _____

Matching Funds: (Must be 25 percent of the total requested amount).

Year 1 _____ Year 2 _____ Year 3 _____

Please include a line-item budget in the table below. Projected expenses for future years are acceptable. You can submit changes as needed; however, the sponsorship funding amount will not change.

Line Items	Expenses Year 1	Expenses Year 2	Expenses Year 3
TOTAL EXPENSES			
TOTAL MATCH			
TOTAL REQUESTED			

Please provide detail on matching funds. Please also include detail on funds that may not be committed by other funders but may be secured if Sponsorship is successful.



Section 8: ATTACHMENT 3 – Cover Letter and Application for Out-of-Cycle Investments

The purpose of Out of Cycle Investment under the Program is to address emergent needs and time-sensitive projects that arise outside the annual grant cycle. This bucket enables the North Tahoe Community Alliance and the Placer County Board to respond swiftly and effectively to unforeseen challenges or capitalize on unique opportunities that align with the Program's strategic goals and priorities.

By offering funding for out-of-cycle investments, the Program ensures that organizations and projects in the North Lake Tahoe region have access to financial support when they need it most. In addition, this flexibility allows the community to address pressing issues, such as workforce housing, transportation, tourism mitigation, and other related priorities, on time, contributing to the long-term sustainability and growth of the region.

In addition, Out-of-Cycle Investments promote innovation and adaptability by encouraging organizations to develop creative solutions to emerging problems or seize opportunities that may significantly impact the community's vitality and economic health. By fostering a proactive approach to addressing the evolving needs of the North Tahoe region, the Out of Cycle Opportunities bucket plays a vital role in creating a thriving and sustainable community for residents, businesses, and visitors alike.

To be considered for Out of Cycle Investment funds, please complete the online application on the NTCA's website. If your proposal meets the Program criteria outlined in the Program document, your submission may be considered by one of several NTCA committees for available TBID or TOT funds.



Section 9: NTCA Out of Cycle Investment Funds Application – (Will be available online when program element launches)

[Organization Name or Applicant's Name]

[Organization or Applicant's Address]

[City, State, ZIP Code]

[Email Address]

[Phone Number]

[Date]

[Street Address]

[City, State, ZIP Code]

Subject: Application for Out-of-Cycle Investments

Please complete the required information below:

Organization/Applicant Information:

- a. Organization/Applicant Name:
- b. Organization/Applicant Address:
- c. Organization/Applicant Email:
- d. Organization/Applicant Phone Number:
- e. Organization/Applicant Website (if applicable):
- f. Brief description of the organization or individual applicant (max 100 words):

Project/Initiative Overview:

- a. Proposal Title:
- b. Brief description of the investment (max 200 words):
- c. Timeframe for the investment implementation:
- d. Total Investment cost:
- e. Amount requested from Bucket #3 – Out-of-Cycle Investments:
- f. List other funding sources (secured or anticipated) for this project/initiative:

Alignment with Program Priorities:

- a. Explain how the investment aligns with Program priorities, including workforce housing, transportation, tourism mitigation, or other related priorities (max 300 words):

Outcomes and Impact:

- a. Describe the expected outcomes and impact of the investment on the North Lake Tahoe community (max 300 words):
- b. Explain how the investment addresses an emergent need or time-sensitive opportunity (max 200 words):

Evaluation and Reporting:

- a. Describe the methods you will use to evaluate the success and impact of the investment (max 200 words):
- b. Outline the reporting process and frequency for updating the North Lake Tahoe Community Alliance on investment progress (max 200 words):



Section 10 – Percent Allocation Across “Buckets”

The following table reflects the recommended allocations across buckets from the TBID Advisory, Zone 1 and TOT committees. The funding amounts will change when future revenue projections are included for sponsorship funds. These are guidelines and may be revised across buckets in future years.

The following guidelines should be considered when evaluating percent allocations across buckets:

1. Allocate the majority of funds to Bucket 1 (Sponsorship) and Bucket 2 (Annual Grant Program); and,
2. Ensure the flex funding reserve (Bucket 4) is adequate to support sponsorship investments if costs increase, allow for the allocation of additional funds across buckets, and ensures funds are available if revenue projections are inaccurate; and,
3. Emphasize Sponsorship by allocating the majority of funds to Bucket #1.

Buckets	TOT	TBID Zone 1 & TBID Advisory
1- Sponsorship	\$ 2,340,000	\$ 2,100,000
2- Grant Program	\$ 1,820,000	\$ 1,680,000
3- Out of Cycle	\$ 520,000	\$ 126,000
4- Reserve (Flex Fund)	\$ 520,000	\$ 364,000
Total	\$ 5,200,000	\$ 4,270,000
1- Sponsorship	45%	50%
2- Grant Program	35%	40%
3- Out of Cycle	10%	3%
4- Flex Funding	10%	7%
Total	100%	100%

FY 23.24 TOT funds available	TBID Total
\$ 5,200,000	\$ 4,200,000

APRIL 26, 2023

Preliminary Budget FY23.24

PRESENTED BY FRANCOIS CAZALOT &
DEREK VAUGHAN





Supporting our Grants & Projects Cycle

NTCA Finance thrives to bring accurate data & reliable Cash-Flow analysis to fund projects aligned with our mission:

- **Economic health**
- **Community vitality**
- **Environmental sustainability**





Introduction: concept and process

Continuous & steady Improvements

Our new team embraced the lessons and hard work of our predecessors. We are capitalizing on a proven framework and experience, while bringing the necessary additions to support our new mission and deliver tangible results.

Budgeted / Forecasted Collection of TBID revenue

- Due to the lack of historical data, and yet to be determined 3rd Quarter; we chose to remain conservative. We kept our collections assumptions to follow budget until further collection data becomes available.
- Current conservative approach for revenue forecast is approximately \$6.24 million in annual assessments.
- Impending Q3 Collection will inform our overall budget environment and allow for more forecast precision.
- Staff & Finance Chair will meet and review comments on preliminary before May Finance Committee Meeting for final draft to be approved during June BOD.

Revenue forecasting and seasonality variances are constantly improving with historicals, collaboration with Placer County, TOT & TBID correlation research.

Budget Summary Fiscal Year 23/24

23/24 budget revenue		23/24 known expenditures	Available funds less reserve
12,000,000	Total	6,900,308	4,733,485
5,842,554	Marketing/Promo/Events	4,816,447	1,026,107
831,326	Visitor Services	605,967	225,359
484,284	Business Advocacy	253,103	231,181
2,220,369	Zone 1	411,007	1,809,362
1,015,026	Econ Dev/Trans/Other	279,755	735,271
414,734	Sustainability	109,229	305,505
700,700	Administration	300,000	400,700
124,800	County Admin Fee	124,800	-
366,207	Contingency/Reserve		

TBID Revenue	6,240,000
Prior Year Unspent Funds	5,553,800
VIC Revenue (net of CGS)	31,200
Membership Dues & Activities	25,000
TOT Funds	150,000

Total Revenue: 12,000,000

Salaries & Wages	2,135,374
Rent & Utilities	198,039
Phone/Internet	20,512
Supplies & Mail	35,568
Maintenance, Support, Repairs, Etc.	71,843
Insurance	15,600
Taxes, Licenses, Fees	147,940
Dues, Subscriptions, etc	21,632
Board Functions	24,960
Staff expenses	35,880
Professional Fees	144,560
Events	615,000
Coop Contributions	1,500,000
Non-coop marketing	584,900
Tahoe Experience App	25,000
Tahoe Digital Ads/Events	7,500
Kings Beach VIC	36,000
VIC signage	30,000
NTBA/TCDA Funding	350,000
Chamber Marketing	100,000
Chamber events: Awards dinner, luncheon, etc	400,000
Chamber Activities: Business Advocacy, Economic/Workforce Development	400,000

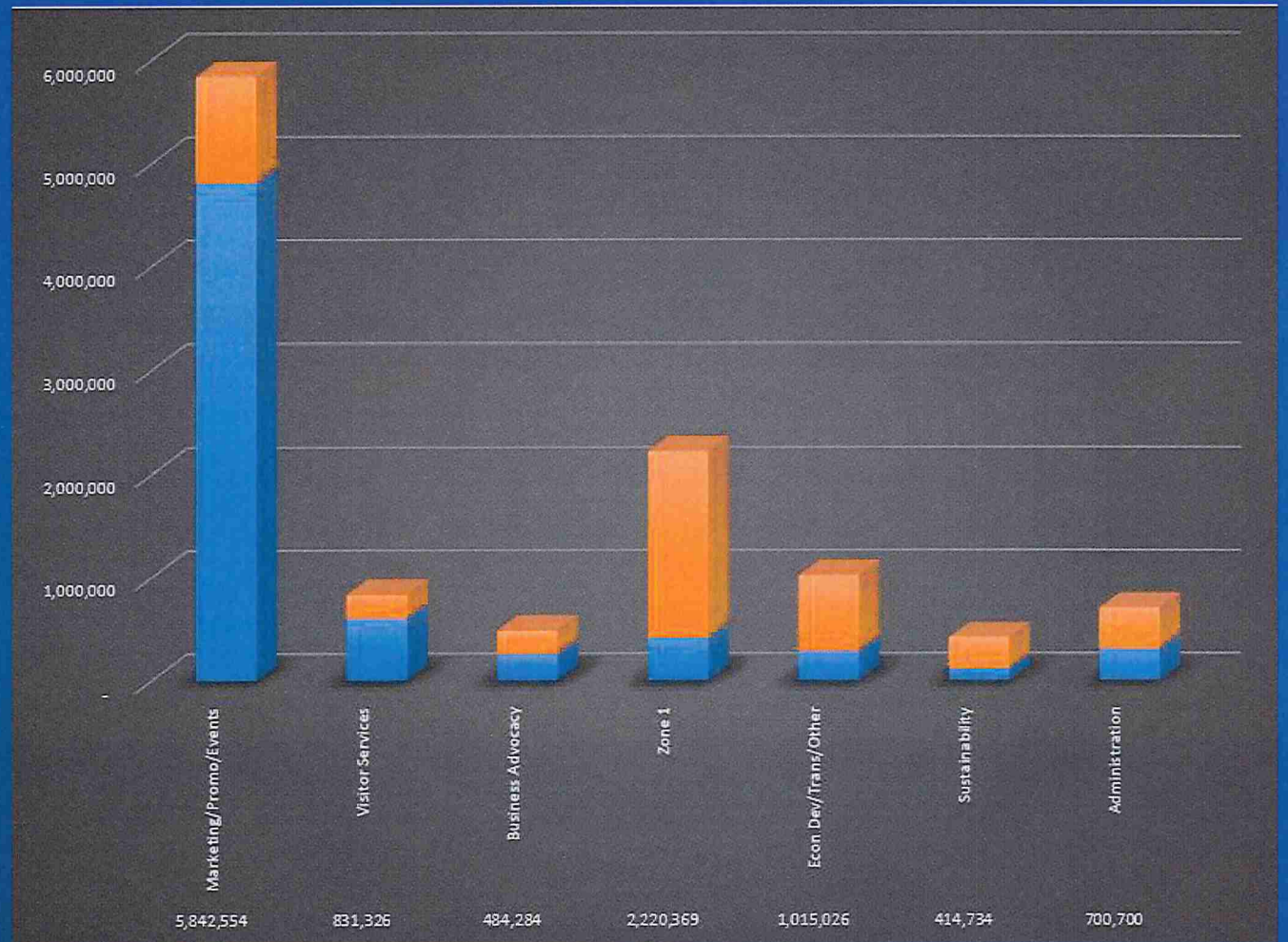
Grant Cycle 4,700,000

Total expenditures 11,600,308

Net results: 399,692



Available Funds

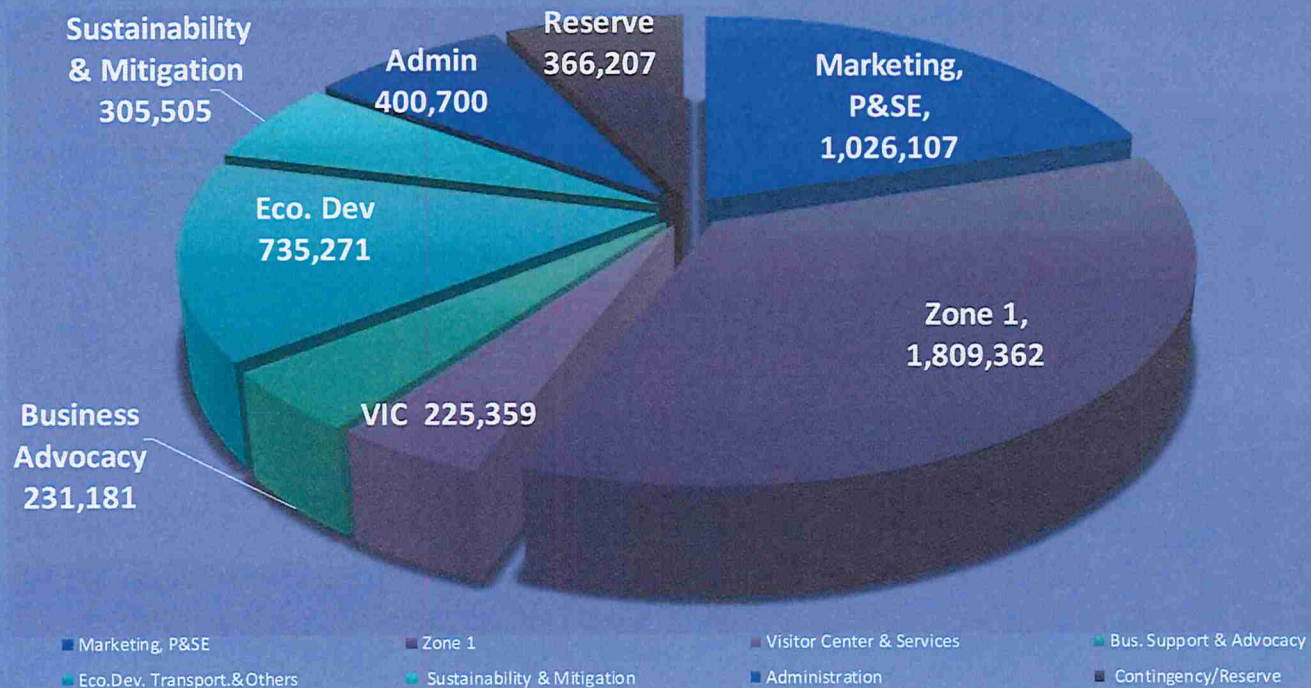


Cash Flow Forecast For Sponsorship & Grant Cycle

FY 23.24 Budget	
MDP Category	Available Funds
Marketing, P&SE	1,026,107
Zone 1	1,809,362
Visitor Center & Services	225,359
Bus. Support & Advocacy	231,181
Economic Development	
Transportation & Others	735,271
Sustainability & Mitigation	305,505
Administration	400,700
County Fee	
Contingency/Reserve	366,207
Total Excluding Reserve	4,733,485

MDP FY23.24 Budget

Net Funds Available



Cash Flow
Forecast
For
Sponsorship
& Grant Cycle

Adding to our transparent, reliable and accurate Financial Statements; we are building our cash-flow analysis to maximize our funding efficiency and financial health.

We worked with our team to bring this dashboard of current cash-flow, existing commitments and future potential to inform our Sponsorship & Grant Cycle.

It includes our P&L year-to-date, budgeted expenditures and net-results, taking our projects commitments into account.

What to Expect Next

Budget Timeline and Process

- This is our preliminary budget & was reviewed by the Finance Committee during our April Meeting.
- It is an iterative Work-In-Progress; feedback is encouraged.
- Q3 Collection numbers will strengthen forecast accuracy for final budget numbers.
- Staff is currently choosing a conservative forecasting approach; with \$6.24 million in annual assessments for FY23.24
- Impending Q3 Collection will deliver Sponsorship & Grant Cycle, reliable commitment ability.
- Chair & Staff will meet to ensure new numbers inclusion and discuss feedback and comments from BOD & Finance Committee.
- The May 31st Finance Committee Meeting will be able to review the approval of the NTCA FY23.24 Budget final version.
- The BOD can expect a final version for their June Meeting.

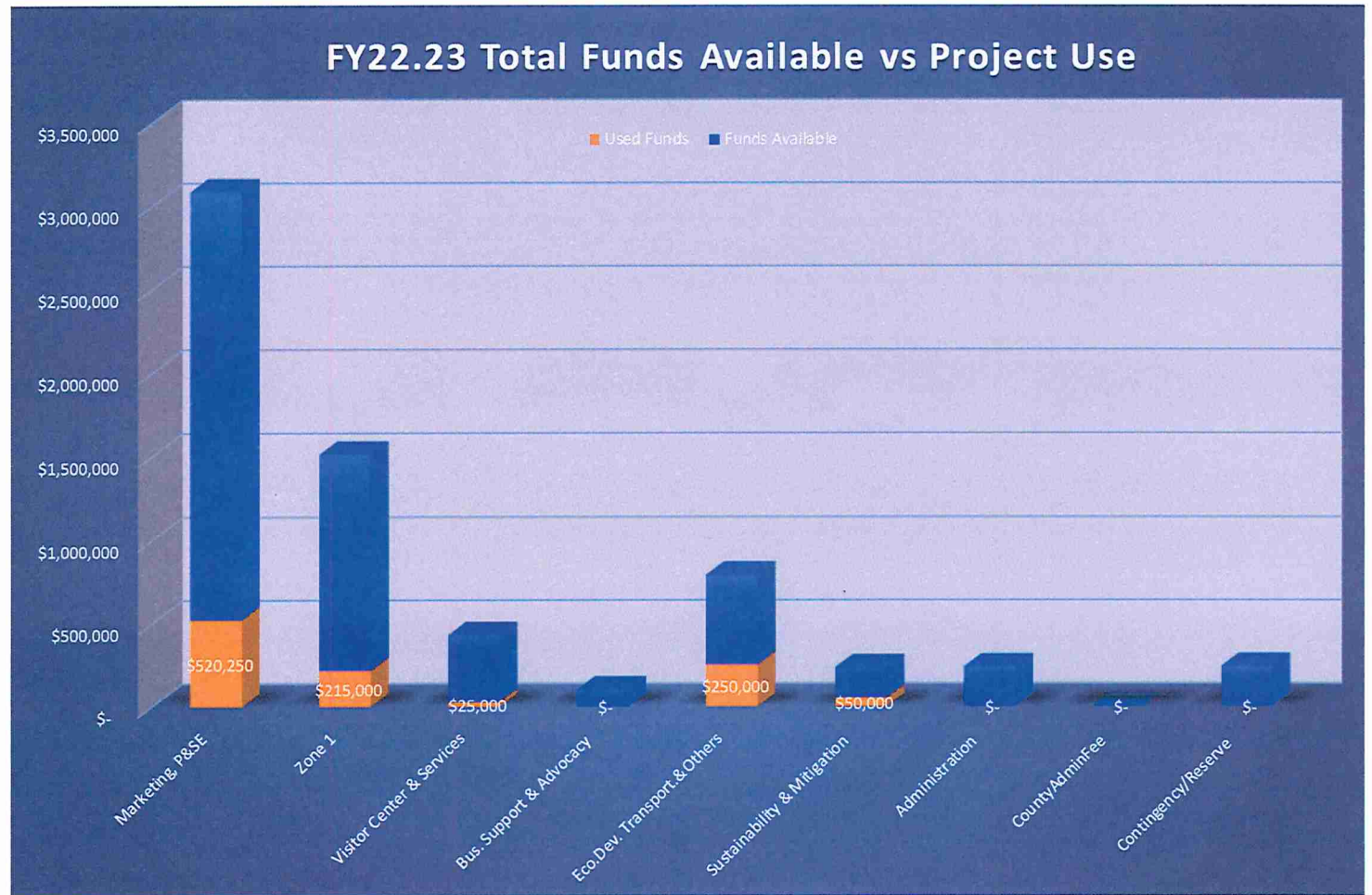
Detailed Cash-Flow Analysis

Projects Cash-Flow Forecast

MDP Category	P&L as of		Grants & Projects				Funds Available			FY 22.23 Net After Project	FY 22.23 Used Funds	FY 23.24 Budget Net Result
	Prior Year	Current Budget	March 31, 2023	Remaining 22.23	Project 1	Project 2	Project 3	Events	Before Grants			
	Unspent	Revenue	Expenditures	Expenditures	Parking Study	HUB Incubation	VIC / UC Davis	Future & Planned	& Project			
Marketing, P&SE	\$ 2,699,210	\$ 3,150,000	\$ (2,142,406)	\$ (620,000)				\$ (520,250)	\$ 3,086,804	\$ 2,566,554	\$ 520,250	\$ 1,026,107
Zone 1	\$ 883,192	\$ 888,000	\$ (203,073)	\$ (56,270)	\$ (215,000)				\$ 1,511,849	\$ 1,296,849	\$ 215,000	\$ 1,809,362
Visitor Center & Services	\$ 373,394	\$ 438,000	\$ (292,291)	\$ (90,000)			\$ (25,000)		\$ 429,103	\$ 404,103	\$ 25,000	\$ 225,359
Bus. Support & Advocacy	\$ 238,877	\$ 330,000	\$ (362,793)	\$ (105,000)					\$ 101,084	\$ 101,084	\$ -	\$ 231,181
Eco.Dev. Transport.&Others	\$ 464,786	\$ 456,000	\$ (50,000)	\$ (80,000)	\$ (100,000)	\$ (150,000)			\$ 790,786	\$ 540,786	\$ 250,000	\$ 735,271
Sustainability & Mitigation	\$ 166,857	\$ 198,000	\$ (96,043)	\$ (35,000)	\$ (25,000)		\$ (25,000)		\$ 233,814	\$ 183,814	\$ 50,000	\$ 305,505
Administration	\$ 238,700	\$ 300,000	\$ (111,501)	\$ (188,499)					\$ 238,700	\$ 238,700	\$ -	\$ 400,700
CountyAdminFee	\$ -	\$ 120,000	\$ (7,167)	\$ (112,833)					\$ -	\$ -	\$ -	\$ -
Contingency/Reserve	\$ 122,381	\$ 120,000	\$ (974)						\$ 241,407	\$ 241,407	\$ -	\$ 366,207
Total	\$ 5,187,397	\$ 6,000,000	\$ (3,266,248)	\$ (1,287,602)	\$ (340,000)	\$ (150,000)	\$ (50,000)	\$ (520,250)	\$ 6,633,547	\$ 5,573,297	\$ 1,060,250	\$ 5,099,692
											FY 23.24 Grant Cycle	
											\$ 4,733,485	



Current Use of Funds





Thank you!

