



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday May 30, 2023

TIME: 2:00 p.m. – 4:00 p.m.

LOCATION: Tahoe City PUD, Tahoe City, CA

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management

VICE CHAIR

NTCA BOARD REPRESENTATIVE RAY VILLAMAN

BRIT CREEZE, Sotheby's International Realty

CAROLINE CRAFFEY, SOS Outreach

CHRISTINE HORVATH, Palisades Tahoe

CONNOR MCCARTHY, Homewood Mountain Club

KATIE BIGGERS, Tahoe City Downtown Association

KRISTY OLK, Everline Resort

WADE MACHON, MJD Capital Partners/The Boatworks at Lake Tahoe

ADVISORY MEMBERS

NICHOLAS MARTIN Placer County Executive Office

**** Draft Meeting Minutes from May 30, 2023 ****

Committee Member in attendance: Ray Villaman (NTCA Board Representative), Becky Moore, Brit Creeze, Caroline Craffey, Connor McCarthy, Katie Biggers, Wade Machon, Kristy Olk joined via zoom.

Staff in attendance: Adam Wilson, Kirstin Guinn, Kimberly Brown, Anna Atwood.

Others in attendance: Paul Reder

Placer County Executive Office:

1. Call to Order – A quorum was established at 2:05 pm.

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

Motion to accept today's agenda with moving item 5 to after the event presentation and add a quick roundtable introduction M/S/C CRAFFEY/BIGGERS/UNANIMOUS

4. Approval of Tourism Development Meeting Minutes from April 25, 2023

Motion to approve the meeting minutes with the correction of the date April 25, 2023 M/S/C MCCARTHY/MACHON/UNANIMOUS

5. Event Sponsorship (ACTION):

Paul Reder with Tahoe Reggae Festival shared his [presentation](#). He is the President of PR Entertainment and has been bringing some of the bigger music festival to the region. He is excited to be partnering with Palisades Tahoe this year and he hopes this will be the last permanent home for the festival. He has been a resident of Lake Tahoe since 1988 and founded the Lake Tahoe Reggae Festival in 2013. Last year at Hard Rock sold-out at 10,000 tickets.

A) Review and Possible Approval of the Tahoe Reggae Festival 2023 Sponsorship of \$20,000.

Comments/Questions:

- A staff member questioned the pint program. If people don't buy the pint what are the beverages served in? Paul stated they are served in recyclable plastic cups.

- A staff member questioned how serious he is about the bike and skate valet? He shared they have always had the bike valet and he doesn't see any reason why they can't do a skate valet too. He stated it is run by Bike Coalition.
- One member questioned Paul on what kind of support did he received from South Lake Tahoe for his festivals. Paul stated he received in-kind support from both the Chamber and Lake Tahoe Visitors Authority. He did receive a grant for \$7,000 for his video production team last year from LTVA.
- Ray Villaman asked if Paul had reached out to Caroline Ross with the Palisades Tahoe Neighborhood Company. He has not but would like the information.
- A member also asked if he uses volunteers to staff this event. Paul stated he does not use volunteers. He uses locals and its paid labor. He has found that when they are paid, they show up and he hasn't had much luck with volunteers in the past.
- One member questioned the cost of the tickets and how many have been sold. Paul stated they sold out of all their tiers already except for the VIP. The cost was \$299 was a 2-day ticket.
- It was questioned if he uses local concessionaire for food and beverage? He stated he uses a local concessionaire.
- One member questioned why the festival is being moved from South Lake Tahoe to North Lake Tahoe. Paul stated he was unable to get the dates needed for this particular tour and South Lake Tahoe only had one of the days available so he could have only done half of the lineup. He was also looking to get out of a casino parking lot to a more mountainous area.
- It was questioned why he didn't have more North Shore lodging properties on his website. He stated he would like to have more but he hasn't found any other lodging partners with availability.
- There were questions about transportation. Paul stated he is working with TART.
- There was also a question if he is sponsorship support from Truckee or other organizations. Paul said our organization came highly recommended and this is his first stop.
- One member requested that we ask him not to use bottled water and have a refillable water station which may encourage people to buy a cup vs. a plastic water bottle.
- It was recommended by our committee members to sponsor a specific sustainable task, such as the bike valet, transportation etc.
- Wilson did emphasize that is important to develop a relationship with him as he produces a lot of high-quality music events, that we can make sure he helps push more towards our shoulder season. This is also a time our lodging community would be willing to provide a lodging discount etc.

Action to staff: Introduce Paul Reder to Caroline Ross via email so he can get connected with Palisades Tahoe Neighborhood Company.

Kim Brown did emphasize that his application was received a few months ago but due to the March meeting being cancelled all of those events were pushed to the April meeting.

Motion to recommend for Board approval the Tahoe Reggae Festival 2023 Sponsorship for \$15,000 contingent on Paul working with staff to further define use of funds M/S/C VILLAMAN/CREEZE/UNANIMOUS

Staff will direct funds towards transportation and sustainable initiatives.

6. Event Funding Allocation

Comments:

- It was recommended that this committee hands a “package” of information over to the event producers. It needs to be further defined by this committee. Brown shared the process behind the scenes of communications happening with the event producers that is not necessarily seen by the committee members.
- Brown did share when looking ahead she would like to have 3 funding buckets: small, medium and large with specific criteria.
- Creeze recommended using a scoring sheet when funding events. She shared an example “Is the event environmental? Score between 1-5” and then each event is tallied up.
- Wilson did touch on past events that were very ROI driven and a new scoring system such as the one development for the Community Investment program is being developed with the help of this committee. A first draft may be available by the next meeting.
- Wilson emphasized the need to give the event producers the information/resources they need to run an event with a focus on sustainability.
- Brown also shared the diversity of events are important. It was already brought up that location diversity is important.
- Villaman asked the question what the NTCA is ultimately trying to achieve? A guiding document for how it fits in with the company mission and pillars would be helpful. He recommended further clarity and what sorts of events. Wilson stated it was focused on Human Powered Sports event but that doesn’t mean it has to be that going forward. A draft will be brought forward at next month’s meeting.
- Brown and other committee members did state that Palisades Tahoe is one of the few places in the region that has a large venue and staff for hosting bigger events.

7. Collaborative conversation about the structure and priorities for the Tourism Development Committee as well as in the In-Market Committee moving forward.

Wilson stated there is a lot of overlap with some of the committees, such as TDC, In-Market and BACC committees. Staff is currently looking at the structure of these committees and efficiencies and will also have conversations with the In-Market and BACC committee. He is open to feedback and any suggestions.

Villaman and Moore stated there are a lot of committees and they would be in favor of less committees. There was a question of the function and purpose of the committees, which Brown and Guinn explained.

8. Departmental Reports (The following reports are provided on ntra.org monthly and can be pulled for discussion by any committee member.) Click [here](#) for reports.

- Conference Sales
- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

9. Standing Reports (located on ntca.com)

- Destimetrics
- Conference Activity Report

- Lodging Referral Report

10. Committee member comments

Guinn reminded everyone the next meeting is the week before the 4th of July and on June 27th. It's a joint meeting with the In-Market committee.

Biggers recommended that we invite event producers to a meeting where they can learn more about the grant process and ask questions.

11. Adjournment at 3:47 pm.

TBID Event/Marketing Sponsorship Investment Guiding Document

Our Mission:

To promote and manage visitation and collaborate to achieve economic health, community vitality, and environmental stewardship to benefit our residents, businesses, and visitors.

Our Promise:

Enrich the lives of residents, businesses, and visitors by addressing key issues, delivering solutions, executing actionable plans, and monitoring success.

Investment Philosophy:

Investment in human-powered sports, arts, culture, culinary, and health/wellness-focused events is an important part of the vitality of any community. The NTCA and its board recognize this and have allocated dollars to support local organizations and event producers in bringing such programming to the North Lake Tahoe Area.

In addition, this Program aims to provide a clear and strategic approach to allocate North Lake Tahoe Tourism Business Improvement District (“NLT-TBID”) assessment funds to promote community well-being and economic growth in the North Lake Tahoe region.

The development of this guiding document will involve close collaboration and feedback from three committees, including the TDC (Tourism Development Committee) and the In-Market Marketing Committee. Each committee participated in vetting program criteria, provided insights, and contributed to refining the investment structure.

Event Investment Opportunities:

- Multi-Year – This FY23/24, we will allow applicants to apply for up to 3 years of investment event funding. The event must be an existing annual event to be considered for this investment opportunity. (*Set Application Date*)
- One-Time or New Event, this category will encourage new events in our community. (*Set Application Date*)
- Opportunistic/Reserve – This will allow for out-of-cycle investments to be considered by the committee.

Minimum Eligibility Requirements

- The event must take place within the NLT-TBID district boundaries.
- The applicant is a nonprofit, or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant's proposal is consistent with the preferred sponsorship investments outlined in the application.
- The investment is in alignment with the Program criteria outlined in ATTACHMENT 1.
- The event must have an alternative transportation plan included in the application.
- The NTCA will not be the sole/primary revenue source for the event. The event is not contingent upon the receipt of NTCA Partnership Funding to occur.
- The event is fundamentally not a conference, meeting, industry trade show, workshop or expo.
- The event producer will promote at least one Lodging Partner within the NLT-TBID boundaries.
- The event is open to the general public (spectators), promotes attendance to spectators and/or participants, and does not require the general public (spectators) to purchase a membership, conference registration or annual dues to spectate. Spectator ticket charges are acceptable for gated events.

Preferred Event Investments:

- Investment in human-powered sports, arts, culture, culinary, and health/wellness-focused events
- Events that support our shoulder season or off-peak location strategy
- Events that utilize the local workforce and resources/vendors
- Events that support local nonprofits
- Events that promote environmental stewardship
- Multi-day events that encourage overnight visitation
- Events that promote the destination

Our Pillars:

Define how we operate as an organization and guide us on the path to investing in events and programming that align with our mission and promise. *(I would recommend that we use these categories to transition and enhance the application process)*

- Economic Health
 - *We collaborate with local businesses and community stakeholders to positively impact the region's economic health, focusing our efforts on fostering a continually thriving community.*
- Environmental Stewardship
 - *We provide resources and tools to educate stakeholders on sustainable efforts and help people collaborate to preserve our region for generations to come.*

- Community Vitality
 - *We center our efforts around the community and the preservation and enhancement of its culture. Being true to our home and its residents is paramount.*

Committee Engagement Process:

After applicants submit a proposal for Sponsorship, NTCA staff will review it to ensure the investment opportunities outlined in a proposal meet minimum standards, align with guiding documents, and can demonstrate a measurable impact. Upon completion of that process, those applicants that meet that criteria will be given the opportunity to present it to the committee for consideration. Finally, NTCA staff and committee will discuss the proposed event(s) and make a recommendation to the Board of Directors for approval of event funding.

Application and Scoring Criteria:

The application and scoring criteria would be developed to align with our three pillars. Taking the existing application, it could look like this:

Sections 1 & 2 would remain the same or slightly modified.

Then we would break it up by Pillar.

Economic Health = 30 Points

Section 3 – 9 In some form. We should adjust a bit to better align with this pillar, but most of this information generally falls here.

Environmental Stewardship = 40 Points

This would be where we talk about the following:

Green Plan/Sustainability/no trace
Vendor Rules i.e. no single-use item, no bottled water etc..
Transportation plan

Community Vitality = 30 Points

Staffing Plan
Non-Profit Engagement Plan
Investment in local labor, vendors, and resources

Community Impact / ROI:

This consideration would move from a more TOT/Marketing scoring criteria to pillar scoring criteria. As an example, we may now want to measure the number of bikes in the valet, or riders on the park and ride, the amount of trash produced, the number of local vendors used to support the event, the benefit to the nonprofit etc.... While I think we should still capture the marketing components, length of stay, and economic impact around TBID, it would be just a part of the overall community impact.