



Rev.8.01.2016

2016-2017 Special Event Grant Funding Program

Purpose:

The North Lake Tahoe Chamber/CVB/Resort Association has an established Special Event Grant Funding Program. The purpose of this program is to provide seed money for marketing and promotional support for special events targeted at visitors to the region that assist in establishing local and regional business revenue; provide local and regional public relations and media exposure and generates overnight visitation.

Criteria for Eligibility

Special Event grant applications are available to community organizations or businesses, located in Eastern Placer County, with an event or program that meets the following criteria:

- Drives overnight visitation
- Targeted at visitors to the region and generates local business revenue
- Revenue and other benefits generated must accrue principally to areas within **Eastern Placer County** since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT).
- Generates opportunities for public relations, local and regional media exposure
- If an event which has been previously funded, or has been declined funding, has a full date change and refocus of the event it will be considered a new event and can apply for grant funding

Special event grants are designed to provide marketing and promotional support including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue including Sales Tax and Transient Occupancy Tax.

Grant Eligible Expenses

- Geographic area advertising: TV, radio, print, Internet
- Production and printing of promotional materials: Brochures, flyers, posters
- Production and printing of directional/informational signage
- Marketing and promotion in support of events which benefit more than one geographic area of the region, or the region as a whole

Grant Ineligible Expenses - Not a complete list

- Capital Investments
- Salaries
- Operational overhead: Rent, utilities, telephone
- Vehicle expense: Fuel, payments, maintenance, etc.
- Food, beverage, entertainment, transportation
- Supplies, equipment, security, clean up, facility rental



Special Event Grant Funding Criteria for Eligibility

Event must score a minimum of TEN points to move forward in the application process

1. Does your event take place in **Eastern** Placer County? Yes =2 No = 0 # _____

2. Does the event have potential to generate overnight lodging tax in Placer County?
Yes = 3 No = 0 # _____

3. Do you have a lodging partner Yes _____ No _____ (No points)

If so, please list the name(s) _____

4. What is your estimate of total attendance? _____

0-249 = 0 Points # _____

250-499 = 1 Point # _____

500-999 = 2 Points # _____

1,000+ = 3 Points # _____

5. Where/when does your event take place?

On the Lake - January 1- June 15th Yes = 3 # _____

On the Lake - August 15-Dec 15th Yes = 1 # _____

Off the Lake - April 15- December 15 Yes =3 # _____

6a. Does this event take place during NLTRA's most desirable target dates?
(This is commonly referred to as "Strike Zones.")

January 4-13 Yes = 2 # _____

April 15-June 15 Yes = 2 # _____

October 1-December 15 Yes = 2 # _____



6b. What day(s) of the week does the event take place? _____

Is your event a multi-day event or series? Yes=2 No=0 #_____

7. Is your event a first year event?

Year 1 Yes = 2 #_____

Year 2-3 Yes = 1 #_____

Year 4+ Yes = 0 #_____

8. Does your event have the ability to generate broader statewide, national or international media coverage?

Yes =3 No = 0 #_____

9. Does your event showcase one or more of the following?

A. Paddle sports, biking, hiking, Nordic skiing, disc golf or golf

Yes=2 #_____

B. Music, Art, Cultural Events

Yes=2 #_____

10. Will this event take place without funding from this program?

_____Yes_____No

TOTAL AVAILABLE POINTS 22

TOTAL POINTS THIS APPLICATION #_____

11. Does your event compete or coincide with an existing event? If so, please list the competing event date, title and location.

12. What percentage of your overall budget is your grant request? Total %_____

Completed by _____ Title _____ Date _____



Grant Funding Application 2016-2017 Updated August 1, 2016

Grant Program Process and Deadlines:

Grant deadlines apply within the fiscal year (July 1, 2016 - June 30, 2017)

- **Process**

- Complete application by deadline. **Please contact the NLTRA to confirm that they have received the application.**
- All applications are reviewed by NLTRA staff then reviewed by the Special Events Grant Task Force for allocation recommendations. The grant allocation recommendations must then be approved by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.
- You will be notified by Staff as to your application status after the NLTRA Board has made recommendations on funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager to review the events' marketing plan and discuss action plans.
- Grant funds will be paid upon receipt of the Event Final Report and will reimburse itemized expenses and receipts for all appropriate expenses up to the grant total. Some events may need some funds before the final event report can be written. In these cases, the NLTRA can pay vendors from the granted funds. This will be reviewed on a case by case basis.
- Event Final Report is due to the North Lake Tahoe Chamber/CVB/Resort Association within 60 days of the event.

Dates:

- **Applications Deadline : Friday, September 9, 2016 Email preferred.**
- **Presentations to Task Force: September 21, 2016, times TBA**
- **Presentation to Marketing Committee September 27th**
- **Recommendations to Board of Directors: November 2, 2016**
- **Applicant Notification: November 4, 2016**

Please send application, invoices and final reports to:

Judy Laverty

Director of Special Events

North Lake Tahoe Resort Association

PO Box 5459

Tahoe City, CA 96145

Day Phone: 530-581-8702

Judy@GoTahoeNorth.com Fax: 530.581.1686



Special Event Grant Application
Fiscal Year 2016-2017

Dollar amounts to be awarded:

There is a total of \$50,000 funding available for fiscal 2016-2017

Grant Program Recipient Obligations:

Recipients of the Special Event Grants must comply with the following:

1. The North Lake Tahoe Chamber/CVB/Resort Association logo OR the N Logo (used for out of market materials) must be used on printed promotional materials, including brochures, flyers, ads, and on signage as appropriate. **Use of Association logos MUST BE APPROVED IN ADVANCE BY NLTRA STAFF TO ENSURE PROPER LOGO IS UTILIZED. Association logos will be supplied to producer by NLTRA staff.**
2. The North Lake Tahoe Chamber/CVB/Resort Association shall be named as an additional insured if grant funds are to be used to help support a special event. General liability and liquor liability insurance limits must be at least \$1,000,000 for each occurrence, damage to rented premises and personal Injury.
3. Event producers must be prepared to provide the NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the NLTRA.
4. Grantee agrees to a minimum of TWO meetings with the NLTRA Special Events Program Manager to review:
 - The event plan, marketing and promotional strategies, prior to the event
 - Event Final Report to ensure all information requested at the initial meeting is covered in the final report. Once the Event Final Report and all invoices are approved by staff, grant funds will be released.
5. All grantees must survey their attendees to help determine overnight stays and economic impact of the event. Questions from the NLTRA, for their reporting purposes must be included in all surveys.
6. Accountability and Documentation of the Event Final Report:
All grant recipients must file a complete Event Final Report to the office of the NLTRA **45 days after the first date/day of the event. NO EXCEPTION AS THE FINAL ROI REPORT MUST BE TO THE COUNTY 60 DAYS AFTER YOUR EVENT.**



Rev. August 1, 2016

SECTION A:

Special Event Application:

The following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Special Event Grant Funding Criteria**.

1. The event must be held in the North Lake Tahoe area, defined as Eastern Placer County.
2. The timing of the event is encouraged to follow the principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local, regional and national exposure and public relations value are encouraged.

| | | | | | |
|--|--|---------------------------|-----------------------------|------------------|------|
| Date Submitted: | | Grant Amount Requested \$ | | Awarded \$ _____ | |
| 1. Event Date: | | Event Name: | | Event Location: | |
| 2. Have you applied for NLTRA funds for this event in the past? If so, when? | | | | | |
| 3. Name of Applicant Organization: | | | | | |
| 4. Contact Name: | | | | | |
| Mailing Address: | | | City/State | | Zip: |
| Telephone: | | | Email: | | |
| Website: | | | | | |
| | | | | | |
| 5. When was organization founded? | | | Is organization non-profit? | | |
| 6. Purpose/Mission of organization | | | | | |
| | | | | | |
| | | | | | |
| 7. Tax ID Number | | | | | |
| 8. What is your organization's annual net revenues (less expenses): | | | | | |
| 9. What is your event planning/production experience? Please be specific. | | | | | |
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| 10. Narrative description and purpose of the event? Use additional sheet if necessary. |
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| 11. How is your special event consistent with your organization's mission or purpose? |
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| 12. How does your event enhance visitation to the area or improve the visitor experience? |
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12. Submit (attach) complete proposed event budget.

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|--|----|
| | |
| 13. If not provided in event budget, please provide (attach) complete marketing and promotional plan. Please list budgeted spend for each category, below. | |
| Newspaper/Magazine | \$ |
| Internet/Website | \$ |
| Radio | \$ |
| TV | \$ |
| Rack Cards | \$ |
| Printed Collateral | \$ |
| Direct Mail | \$ |
| Print Advertising | \$ |
| Social/PR | \$ |
| | |
| 14. Grant Amount Requested: \$ _____ | |
| 15. Percentage of total event budget requested _____ % | |
| 16 Proposed or committed funding from other sources including sponsorship. Please be specific. | |
| | |
| | |
| 17. Description of how the success of your event will be measured: | |
| | |
| 18. I understand and agree to survey attendees and include NLTRA questions in my survey Yes____ No____ | |
| | |
| <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="border-bottom: 1px solid black; text-align: center; margin-bottom: 5px;">Signature</div> <div style="border-bottom: 1px solid black; text-align: center;">Print Name and Title</div> </div> <div style="width: 45%;"> <div style="border-bottom: 1px solid black; text-align: center; margin-bottom: 5px;">Date</div> </div> </div> | |

SECTION B:

Final Event Report:

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber/CVB/Resort Association. Please attach additional documentation and materials, as necessary. Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA staff.

Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items

Your Final Event Report should also include the following information:

| EVENT NAME | SUBMITTED BY | |
|--|--------------|--------------------|
| Did you include your event on www.GoTahoeNorth.com calendar? | Yes | No (Please circle) |
| Did you use NLT Chamber e-mail blast service? | Yes | No |
| Did you use "Cool-Deals" to generate event/lodging packages? | Yes | No |
| Please provide samples of all marketing materials. | | |
| | | |
| RESULTS | | |
| Did your event generate overnight lodging tax? | Yes | No |
| If so, approximately how many room nights did your event generate in Eastern Placer County? | | |
| How did you measure this information? | | |
| | | |
| How many unique visitors did your website produce? | | |
| Other measurements (online surveys, Facebook, Pinterest, YouTube hits, etc). Please be specific. | | |
| Public Relations results? | | |
| Total attendees: _____ | | |
| Participants _____ | | |
| Spectators _____ | | |
| If applicable, how does this compare to previous years attendance? | | |
| | | |
| | | |
| What would you do differently to make this event even more successful in the future? | | |
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