



## **2010-11 Community Marketing Grant Program Grant Funding Criteria and Application Form**

### **Introduction:**

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. The purpose of this program is to provide **marketing and promotional support** to: ~~1) community based business organizations specifically identified in the NLTRA/Placer County contract; and 2) to~~ special events or projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

All Community Marketing Grant Program applications are reviewed by Chamber staff, then reviewed by the ~~Grant Subcommittee of the Chamber of Commerce Advisory Committee during a regular public meeting. The Subcommittee then makes a recommendation for consideration to the full Chamber of Commerce Advisory Committee.~~ If approved by the Advisory Committee, the grant applications are then considered by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.

### **Grant Eligible Organizations**

As indicated in paragraph one, above, certain community based business organizations, specifically defined in the NLTRA/Placer County contract, are eligible to submit applications for Community Marketing Program grants. A specific amount of total funding is set aside for these organizations each year. Currently, these organizations are the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, and Northstar Village Retailers Association.

The competition for special event grant funds is open to any community organization or business for a program or project targeted at visitors to the region that generate local and business revenue, provide local and regional media exposure, and opportunities for public relations. Since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT), through the North Lake Tahoe Resort Association, the public revenue and other benefits generated must accrue principally to areas within Placer County.

Grant Program Deadlines:

Community Marketing Program (CMP) grants deadlines apply within the fiscal year (July 1 - June 30).

Deadline: October 8, 2010

Note: Applications will be reviewed within 30 days of acceptance with final decision announced shortly thereafter.

Grant Program Eligibility Criteria:

To clearly establish eligibility for your CMP grant application, please comply with the following selection criteria.

CMP 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) and promote the commercial/geographic area(s) of the requesting organization/entity.

Grant Eligible

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

Dollar amounts to be awarded:

New special event and/or project and program grants requesting “seed” funding will be given priority consideration over returning grant recipients. (See Section A for specific details on special event and/or project and program funding).

The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience.

Unused or unclaimed funds will be reallocated to a deadline of April 1, 2011 or rolled over to the next grant cycle.

**Grant Program Recipient Obligations:**

To clearly establish eligibility for your CMP grant application, please comply with the following:

Use of the North Lake Tahoe **Resort Association and** Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.

The North Lake Tahoe Chamber of Commerce and North Lake Tahoe 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.

An event sponsors must be prepared to provide the Chamber/NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the Chamber/NLTRA.

If grant is awarded, grantee agrees to no less than one meeting with the NLTRA Special Events staff to review the event plan and provide suggestions and recommendations **before grant funds can be released.**

Accountability and Documentation of Return on Investment (ROI) - Within 90 days of the project or event completion, all grant recipients must file a full ROI report to the office of the North Lake Tahoe Chamber of Commerce. (See Section **B** for ROI requirements).

**Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:**

**Kym Fabel, Manager**  
 North Lake Tahoe Chamber of Commerce  
 PO Box 884  
 100 North Lake Blvd.  
 Tahoe City, CA 96145  
 Ph: 530-581-8764 Fax: 530-581-7686  
 Kym@PureTahoeNorth.com

- 1. ~~If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Section A of the application.~~**
- 2. ~~If this grant application is for a special event, please complete Section B of the application.~~**

<b>SECTION A</b>		
Date Submitted:—		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	

Purpose of organization:
Tax ID Number:
Total annual budget:
How is project consistent with organization's mission or purpose?
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?
Total budget of project: _____ <b>Please submit copy of complete final budget</b>
<b>Promotional Plan:</b> (Specify detailed media schedule. Indicate number of printed collateral and distribution plan. If item is sponsored, please describe sponsorship.)
North Lake Tahoe Resort Association funds requested: \$
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____%
Sources of other funding to support the project budget:
Description of how success of project will be measured (if applicable):

\$ _____	Newspaper/Magazine
\$ _____	Internet/Website
\$ _____	Radio
\$ _____	TV
\$ _____	Rack Cards
\$ _____	Brochure
\$ _____	Direct Mail
\$ _____	Printed Program
_____	
Signature _____	_____ Date
_____	
Print Name and Title	

**SECTION A:**

Special Event and/or Project and Program Application:

If the Community Marketing Program application is for a special event, 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 **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
2. The timing of the event shall be consistent with the following 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 and regional exposure and public relations value will be given priority consideration.

Date Submitted:		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	

Purpose of organization:
Tax ID Number:
Total annual budget:
How is special event consistent with organization's mission or purpose?
How is special event consistent with the <b>North Lake Tahoe Tourism and Community Investment Plan</b> ?
Actual date(s) of event:
Event Name (title):
Narrative description of the event:
Purpose of event:



Total budget of event:	<b>Please submit copy of complete final budget</b>
<b>Promotional Plan:</b> (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____%	
Sources of other funding to support the special event budget:	
Description of how success of special event will be measured (if applicable):	
\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
_____	_____
Signature	Date
_____	
Print Name and Title	

**SECTION B:**

Required Accountability and ROI Documentation Report:

The following information must be submitted within 90 days of the completion of the project, program or special event (or no later than September 15), funded all or in part by a grant from the Community Marketing Grant Program. Required reports must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

1. Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available.
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.
3. Summary of public relations efforts and results.
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)

**If the grant was for a special event, please also provide the following report:**

A. Event attendance statistics and results of participant surveys, if taken.
B. Copies/examples of press releases and media coverage.
C. Summary information on:
• Post Event Summary:
• Your experience in raising funds for this event from other sources.
• Final actual expenditures and revenue statement.
• Is it your intention to request a North Lake Tahoe Chamber Community Marketing Program Grant next year?