

2021 Special Event Partnership Funding

General Program Information

About NLTRA Special Event Partnership Funding

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. Submissions will be accepted for events in the 2021 calendar year. Following the application and evaluation process, a number of events will receive funds through the program. The total amount of funding to be awarded, among all recipients collectively, is \$50,000.

Eligibility Guidelines, Program Goals:

Relating to the Special Event Partnership Funding program, special events are defined as:

An organized annual event that generates overnight visitors for at least one Placer County lodging property, as well as out-of-area marketing exposure, and is of interest to the general public. Historically these events have included, but are not limited to: festivals, fairs, community events and certain sporting events. Qualified events must reinforce the NLTRA's branding message, provide the NLTRA with a sustainable and appealing destination message, and attract overnight visitors.

The NLTRA is funded by transient lodging taxes (TOT) when paid lodging is utilized in Placer County. Therefore, Special Event Partnership Funding is earmarked for events that occur in Placer County and have a history of or the potential for, attracting overnight visitors to Placer County. The program is a marketing opportunity, providing a financial resource for events to broaden their advertising and promotional efforts (to potential out-of-market visitors) that would otherwise not be possible. Special Event Partnership Funding is not intended to supplement event production expenses or to augment net income.

The NLTRA supports special events because events can:

- Generate new incremental room nights at desirable rates for Placer County lodging properties.
- Create positive awareness and motivate travelers to visit the destination through out-of-market advertising or social media.
- Increase repeat visitation - visitors who come to the destination for an event and have an enjoyable experience may be more likely to return in the future.
- Assist with the NLTRA's destination branding and communications for North Lake Tahoe.

The goals of the NLTRA Special Event Partnership Funding program include:

- To support new events that will grow to be future legacy events for the destination.
- To provide resources for special events to increase their out-of-market marketing efforts to potential visitors.
- To assist special events to grow and realize their full potential in room nights and brand awareness.
- To enhance the positioning and brand of North Lake Tahoe as a more attractive place to live, work and play.
- To extend the event season and fill holes in the regional annual calendar of special events.

The NLTRA reserves the right to determine whether a special event qualifies to apply for Partnership Funding. If an event is uncertain whether they would be considered, please consult with the Events & Marketing Manager prior to submitting an application. The following guidelines may assist in determining applicability:

- Only the principal producing entity of a specific event can apply for funding consideration. Likewise, only one organization will be considered for funding on behalf of any single event.

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< Some examples for ways to utilize grant funding are the following: Print or digital advertising, graphic design, promotional brochures, shirts or other branded material, or wages for PR/Marketing/Social Media time.

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Partnership Funding Timeline, Insurance, Payment Schedule:

If Partnership Funding is approved, the event will be required to sign an NLTRA contract agreeing to the terms and conditions of the partnership which includes the sponsor amenities to the NLTRA, issue of a General Liability Insurance Policy naming the NLTRA as additional insured (\$1,000,000 per occurrence and \$2,000,000 general aggregate). The event will also be required to submit a current IRS Form W-9 prior to receiving any payments. The W-9 must be in the same name as the recipient of the partnership funding. Event will also need to supply the NLTRA with a written commitment from the event venue indicating set event dates.

Partnership funding awards will be disbursed in two installments. A partial payment of 50% will be made upon receipt of the signed contract, confirmation of event's marketing plan and confirmation of a Placer County lodging partner/sponsor. The remaining 50% payment will be made after the event takes place, subject to completion of contractual agreements, sponsorship amenities and a post-event ROI report to the NLTRA. Should the funds not be used in the manner stated within the contract, the organization will be required to return the funds in full to the NLTRA.

Evaluation Process:

Failure to submit all required information and documents by the final application deadline will result in disqualification. Submitting an application does not guarantee Partnership Funding will ultimately be awarded.

All applications will be evaluated through an interview process and closed-door review session. Funding allocation recommendations will be based on: information provided in the application and supplemental documents, how the event compares to other applicants, the amount of funding available versus the total number of applicants, and the destination's current situation analysis. It is imperative that application and supplemental materials communicate complete and accurate information for the Task Force to have a complete understanding of the event and the request. The funding allocation recommendations will then be presented to the NLTRA Tourism Development Committee for review and discussion and ultimately to the NLTRA Board of Directors for approval.

Recommendations are based on qualitative, rather than quantitative analysis which include the following considerations:

Application

Is the application complete; were all questions answered and required information provided? Was the submitted information reasonable, viable and convincing?

Event Dates

Does event occur in a "strike zone" period or during an already busy visitor season? Would the absence of the event adversely affect lodging occupancy?

Annual Occurrence

Does event have potential for longevity? Is there a term limit regarding the number of years that event can/will be held in the destination? Will the event be held annually?

Attendance

What is event attendance, including participants (if applicable) and spectators? What percentage of attendance is estimated to be locals versus out-of-market visitors? Can event expand upon their current attendance or are there short-term capacity concerns?

Room Nights

What are room night projections? Is there a potential for growth in overnight stays with additional marketing efforts? Is the funding request reasonable compared to the room nights that can be generated?

Uniqueness and Appeal

Is event unique and/or iconic to the destination? Are there similar events in primary visitor markets? Would the event appeal to potential visitors? Does it have prospect for growth and long term sustainability?

Out-of-Market Awareness

Does event have the ability to generate out-of-market awareness for the destination that increases the likelihood of attracting overnight visitors? (Awareness can be in the form of traditional advertising, social media, web-based efforts or PR equivalency). Does it support North Lake Tahoe branding and messaging?

Financial

Is event financially stable? Is the funding request less than 25% of the event's cash operating budget? Is event dependent on NLTRA funding in order to occur? In the case of a new event, does it have a realistic plan to sustain through year one (such as revenue and expense projections, marketing plan, estimated attendance and room nights).

Funding Use

Does NLTRA funding make a difference? Did event provide details about how NLTRA Partnership Funding would augment their marketing, advertising and promotional efforts? Would a reduced award, or no award, negatively impact event's ability to maintain or grow their promotional efforts?

Lodging Partnerships

Will event establish a partnership with at least one Placer County lodging property (in the form of room block, sponsorships, venues or marketing support)? Are lodging partners acknowledged and promoted on event's website?

Television or Webcast Affiliation

Will event air on network TV, cable TV or Webcast as a scheduled broadcast? Is the broadcast professionally produced and does it positively highlight the destination?

Sponsor Amenities

Can event extend sponsorship amenities to the NLTRA that provide an opportunity to broaden its own marketing and sales efforts?

Event Producer/Promoter

Does event have professional, turnkey management? Is it produced by paid staff or by volunteers?