

NLTRA AWARDS NEARLY \$50,000 IN SPECIAL EVENT GRANTS

(TAHOE CITY, Calif.) – The North Lake Tahoe Resort Association (NLTRA), in collaboration with the North Lake Tahoe Chamber of Commerce, recently awarded \$46,250 in grants, as part of their Special Event Development Grant Program, to 17 of the 21 applicants - businesses and organizations based in the North Lake Tahoe region.

Those receiving funding are the Squaw Valley Institute, Luminaries on the Lake; Big Blue Adventure, Tahoe Trail Running series; Big Blue Adventure, Lake Tahoe Triathlon; Tahoe Youth Ballet, ChoreoLab 2012; Tahoe Forest Hospital, Gene Upshaw Golf Classic; Squaw Valley USA, Squaw Valley Criterium; American Endurance Ride, Royal Gorge Round-Up Ride; Northstar Resort, ProGRT Mountain Bike Race; Granite Chief Communications, Sideways Slalom; Tahoe Sierra Century; California State Parks, Snow Heritage; California State Parks, Living History Day; Auburn Ski Club, Squaw Valley Mountain Run; Rahlves Bonzai Tour; Tahoe Maritime Museum, Tahoe Boats of the 1920s; Tahoe Mountain Sports, Disc Golf; and Flow Artistry, Lake Tahoe Flow Arts Festival.

The Special Event Development Grant Program provides marketing and promotional support to special events or projects and programs that bring visitors to the region; generate local and regional business revenue; provide local and regional media exposure; and opportunities for public relations. Grants cannot be used for capital investments, salaries, operational overhead, food and beverage, entertainment and supplies. Since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT), through the NLTRA, the public revenue and other benefits generated must accrue principally to areas within Placer County.

The North Lake Tahoe Chamber of Commerce staff reviewed all Special Event Development applications, which was followed by a meeting with a specially appointed Task Force. The North Lake Tahoe Resort Association Board of Directors approved the funding for 17 of the 21 applicants at their October 5 meeting.

The North Lake Tahoe Chamber of Commerce is operated under the umbrella of the North Lake Tahoe Resort Association (NLTRA), which also operates the Tahoe North Convention and Visitors Bureau and is a partner with the Incline Village Crystal Bay Visitors Bureau in the North Lake Tahoe Marketing Cooperative. The NLTRA also serves as a partner with Placer County and other public agencies in the development and funding of infrastructure, transit and community mobility projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. For more information about the NLTRA, visit www.nltra.org. For details about the North Lake Tahoe Chamber of Commerce, click to www.NorthLakeTahoeChamber.com.