

# Marketing grants available on North Shore

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, is accepting applications for its 2010-11 Community Marketing Grant Program. The deadline to apply is Oct. 8 at 5pm.

The majority of grants awarded will be in the \$500 to \$2,500 range, with possible \$5,000 grants going to large-scale events.

The Community Marketing 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.

Because the funding for this grant program comes from Placer County transient occupancy tax through the North Lake Tahoe Resort Association the public revenue and other benefits generated must accrue principally to areas within Placer County.

The North Lake Tahoe Chamber of Commerce staff will review all Community Marketing Grant Program applications, followed by the Chamber of Commerce Advisory Committee during a regular public meeting. If approved by the Chamber of Commerce Advisory Committee, the North Lake Tahoe Resort Association board of directors will then consider the grant applications, typically as a Consent Calendar item on its regular board of directors meeting agenda.

For more information about the Community Marketing Grant Program and/or a Grant Funding Criteria and Application Form,

call Kym Fabel at (530) 581.8764 or [kym@puretahoenorth.com](mailto:kym@puretahoenorth.com). An application form may also be downloaded off the North Lake Tahoe Chamber of Commerce website, click on Programs & Documents.