

North Shore entities receive nearly \$50,000 in grants

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has awarded \$49,133 in Community Marketing Grants to a variety of special events and organizations. Twenty nine applicants requested \$105,000 in grant funding. Many of those not awarded grant funding are getting in-kind support from the Resort Association.

The 2010-11 Community Marketing Grant Program recipients are: Wanderlust Festival (\$5,000), Telluride Film Festival (\$5,000), Snowbomb Sick 'N' Twisted Freestyle Tour (\$3,050), Alpine Meadows Ski Resort's Take the Lake (\$3,000), Squaw Valley Neighborhood Company's Peaks & Paws Festival (\$2,500), Tahoe Sierra Century (\$2,500), Annual Ta-Hoe Nalu Stand Up Paddle Festival (\$2,500), Squaw Valley Neighborhood Company's Village Oktoberfest (\$2,500), Big Blue Adventure's Adventure Sports Week (\$2,500), Sierra Mountain Soccer Club's 3rd Annual Fire in the Sky (\$2,400), Tahoe Maritime Museum (\$1,560), Tahoe Mountain Sports' Annual Pro/Am Disc Golf Tournament (\$1,500), Alpenglow Sports' Pacific Coast Trail Runs (\$1,500), Tahoe Nordic Search & Rescue Team's Great Ski Race (\$1,000), Disabled Sports USA Far West's Ability Celebration (\$864), Girls on the Run Sierras' Lunafest (\$750), Tahoe Cross Country Ski Area's Ski Dazzle Sacramento (\$509) and Big Blue Adventure's Lake Tahoe Open Water Swim & Triathlon (\$500). The North Lake Tahoe Chamber of Commerce also received a grant of \$10,000 for programs and 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. Since 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.