

NLTRA gives \$12,300 in marketing grants

The North Lake Tahoe Resort Association in collaboration with the North Lake Tahoe Chamber of Commerce recently awarded \$12,300 in grants as part of the second cycle of its 2010-11 Community Marketing Grant Program.

The NLTRA awarded nearly \$50,000 in grants last fall as part of cycle one.

Those receiving grants in the second cycle are:

Lake Tahoe Trail 100K – Northstar-at-Tahoe (\$4,600)

2011 Tahoe Expo – Sustainable Tahoe (\$4,600)

Tahoe Trail Running Series – Big Blue Adventure (\$2,000)

Living History Day – California State Parks (\$1,100).

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.