

# NLTRA has money to give away

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, is accepting applications for the 2011-12 Special Event Development Grant Program. The deadline to apply is Sept. 9 at 5pm.

The NLTRA has \$50,000 available to award recipients to be used this fiscal year that ends June 2012, or next fiscal year, July 2012 to June 2013. The available funds are open to those with events planned for the Placer County/North Lake Tahoe region. The majority of grants awarded will be in the \$500 to \$2,500 range.

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, 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 Special Event Development applications followed by a meeting with a specially appointed Task Force Sept. 14. If approved, 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 Oct. 5.

For more information about the Special Event Development 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).