

NLTRA doles out \$46,000 to 17 entities

The North Lake Tahoe Resort Association in collaboration with the North Lake Tahoe Chamber of Commerce has awarded \$46,250 in grants to 17 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.

Funding for this grant program comes from Placer County transient occupancy tax.