

NLTRA has marketing money for special events

The North Lake Tahoe Resort Association has \$55,000 to distribute for special event grant funding.

It is available for events taking place in the North Lake Tahoe region of Placer County. Most individual grants will fall within the \$500 to \$2,500 range.

All grant money is slated for marketing and public relations efforts needed to promote events in the region. Preference will be given to events that encourage overnight stays.

All groups interested in receiving funds must fill out the application by Sept. 18 at 5pm. After initial review, select applicants will be asked to give the Grant Funding Task Force a five-minute presentation on Sept. 30. The grant recommendations are then presented to the North Lake Tahoe Resort Association Marketing Committee and then presented to the board of directors for approval Nov. 4.

For a copy of the application and more information contact Judy Laverty at 530.581.8702 or Judy@GoTahoeNorth.com.