

North Tahoe has grant money for events

The North Lake Tahoe Chamber/CVB/Resort Association has \$50,000 in grant money to help event organizers in eastern Placer County.

The grant funds are to support the promotion of events outside of the Lake Tahoe market in order to generate increased local and regional business revenue, create media exposure and promote overnight visitation. Specific eligible expenses covered by the grant include geographic area advertising such TV, radio, print and Internet, production and printing of promotional materials such as brochures, flyers and posters, production and printing of directional/informational signage and marketing and promotion in support of events which benefit more than one geographic area of the region, or the region as a whole.

Expenses not covered by the grant include capital investments, salaries, operational overhead, vehicle expenses, food, beverage, entertainment, transportation, supplies, equipment, security, clean up or facility rentals.

Applications must be received by Sept. 9