



PO Box 1023, Kings Beach, CA 96143 | 530.546.9000 | NorthTahoeBusiness.org

Member Handbook

NTBA STAFF

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Please use info@northtahoebusiness.org to email all NTBA staff members

NTBA Fast Facts & Ways to Get Involved

NTBA Mission

The mission of the North Tahoe Business Association is to improve the economic vitality and quality of life in the communities of North Lake Tahoe including Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay.

NTBA Purpose

- To support businesses through communications, marketing, resources and business training.
- To create and market NTBA's District as a vibrant and unique sense of place.

Four Point Main Street Approach – *It takes a Village!*

***More info at www.preservationnation.org/main-street*

- 1) Economic & Community Vitality
- 2) Events, Promotions and Marketing
- 3) Community Design
- 4) Administrative / Organizational Capacity

NTBA 2020 Vision

As a result of NTBA's work, the NTBA District will be a vibrant lakeside community that welcome visitors like family, celebrates diversity and has thriving businesses.

NTBA History

- Founded in 1979 as an all-volunteer organization
- Annual contract with Placer County to implement the Main Street Approach in NTBA's District since 2004

NTBA by the Numbers

- 13-member volunteer Board of Directors ~220 Members
- 3 Paid Staff Members - two full-time, plus one 32hr/week position ~100 Volunteers
- Many partners and event sponsors

17 Annual Community Events & 3 Seminars

- Get S'More Saturdays Promotion, annually 4 winter Saturdays
- Kings Beach Snowfest Parade, annually the first or second Saturday in March
- Community Clean Up Day, annually the first Saturday in June
- Music on the Beach, annually on 9 Friday evenings in the summer
- July 3rd Fireworks & Beach Party, annually the day before Independence Day
- Passport to Dining, annually the second Thursday in November
- 3 annual Small Business Seminars

Top 9 Ways to Get Involved with NTBA

- 1) Become a Member (3 Business Levels + Non-Profit and Community Supporter levels)
- 2) Volunteer on one of three Main Street Committees
- 3) Volunteer on an Event Committees
- 4) Volunteer at event(s)
- 5) Serve on Board of Directors
- 6) Attend, support and spread the word about NTBA event(s)
- 7) Donate to NTBA events and promotions
- 8) Sign up for e-Newsletter
- 9) Like and engage with us on Facebook and Instagram (Music on the Beach has a Facebook page too!)

NTBA COMMITTEES

Community and business members are needed to assist with fulfilling NTBA's mission and executing the wide variety and quantity of services NTBA provides to members and the community as a whole. In order for NTBA to improve economic vitality and quality of life in North Lake Tahoe, volunteer involvement is vital. Committee members are expected to attend meetings and take on tasks outside of meetings and event committee members are expected to help at the event as well.

<p style="text-align: center;">Main Street Committee Economic & Community Vitality</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Advocate for business sustainability, expansion, recruitment, start-ups and infrastructure • Communicate: serve business community as an information provider • Support & Connect businesses with each other and information to strengthen community <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Business Development & Advocacy • Communicate, advocate and increase overall engagement • Support and connect the businesses, members, community and visitors <p style="text-align: center;">Meets Monthly, 1st Mondays, 3:30pm</p>	<p style="text-align: center;">Main Street Committee Promotions & Marketing</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Attract visitors and residents to District to improve economic vitality • Build awareness of NTBA-produced events • Promote attributes with marketing • Publicize and engage people in positive ways on local issues impacting economic/social well-being <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Implement strategic marketing plan and programs • Produce and partner on a unique and fun lineup of events and promotions to attract people to the district • Partner on promotions and marketing to build awareness and draw visitors <p style="text-align: center;">Meets Every Other Month, 2nd Wednesdays, 3:30pm</p>
<p style="text-align: center;">Main Street Committee Community Design</p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> • Improve and visually enhance the District from an aesthetic and cleanliness perspective • Build on the good work already accomplished in Commercial Core Improvement Project <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Improve aesthetics through beautification efforts, projects, and programs that enhance economic and social well-being • Make the District easy to navigate <p style="text-align: center;">Meets Monthly, 2nd Thursday, 7:30am</p>	<p style="text-align: center;">Other Committees</p> <ul style="list-style-type: none"> • Membership Committee • Music on the Beach Event Committee • Passport to Dining Event Committee <p style="text-align: center;">Meeting schedule varies</p>

**Meeting locations may vary. Meeting dates & times are subject to change. Committees do not meet in July.*

If you are planning to attend a committee meeting for the first time, please notify NTBA staff prior to the meeting

NTBA 2020 Strategic Plan Summary

Vision

NTBA's vision for the year 2020 is that the NTBA District (Carnelian Bay to Crystal Bay), as a result of NTBA's work, will be known as vibrant lakeside communities that welcome visitors like family, celebrates diversity, and has thriving businesses.

Focus Area "A" – Economic & Community Vitality

Purpose

1. **Advocate:** for business sustainability, expansion, recruitment, start-ups, & infrastructure
2. **Communicate:** serve business community as an information provider
3. **Support & connect:** businesses with each other and to information to strengthen community

Goals

1. Business Development & Advocacy
2. Communicate, advocate, and increase overall engagement
3. Support and connect the businesses, members, community, and visitors

Focus Area "B" – Events, Promotions, & Marketing

Purpose

1. Attract visitors and residents to District to improve economic vitality
2. Build awareness of NTBA-produced events
3. Promote attributes with marketing
4. Publicize and engage people in positive ways on local issues impacting economic/social well-being

Goals

1. Implement strategic marketing plan and programs
2. Produce and partner on a unique and fun lineup of events and promotions to attract people to the district
3. Partner on promotions and marketing to build awareness and draw visitors

Focus Area "C" – Community Design

Purpose

1. Improve and visually enhance the District from an aesthetic and cleanliness perspective
2. Build on the good work already accomplished in Commercial Core Improvement Project

Goals

1. Improve aesthetics through beautification efforts, projects, and programs that enhance economic and social well-being
2. Make the District easy to navigate

Focus Area "D" – Organizational Capacity & Administration

Purpose

1. Develop and execute strategies to build organizational capacity of NTBA so to effectively serve and meet NTBA mission and 2020 vision

Goals

1. Develop a plan that strengthens and appreciates/recognizes the operational effectiveness of NTBA today and in future
2. Increase number of members, volunteers, and partners to strengthen organization and maintain positive relationships
3. Strengthen financials and lower risk position of NTBA

NTBA Members by Industry

BUSINESS & HOME SERVICES

Agate Snow Removal (Premier)
Arbor Care of Tahoe (Premier)
Caravelli Painting, Inc.
Chango Presents (Premier)
Dean R. Headley Law Office
Duggan & Duggan
EPM Clarity
Fiberglass Specialties (Premier)
Freshtracks Communications
Gonsalves & Co., Brian Gonsalves
Hennessey Heating & Air (Premier)
Herrera's Blue Lake Cleaning (Premier)
Kelly Bros. Painting Inc. (Premier)
Kings Beach Car Wash
Liberty Utilities (Premier)
North Lake Dog Camp
North Tahoe Public Utility District (Premier)
PEAK Business Coaching
Placer County (Elite)
Print Art/Sierra Mail (Elite)
Rainbow Printing & Office Supply
Reliable Services
Rockwood Tree Service (Premier)
Sierra Boat Company
Sierra Country Tire & Automotive
Spectrum Business (Premier)
Summit Co-Lab
Sustainable Community Advocates
Tahoe Sierra Transportation
Tahoe Tech Group
Tahoe Truckee Sierra Disposal (Premier)
The Store...Copies & More
Truckee Tahoe Airport District
Vaca Consulting (Premier)

CONSTRUCTION & DEVELOPMENT

Auerbach Engineering (Premier)
Bervid Custom Building, Inc.
Blue Basin Engineering
California Tahoe Conservancy
J. R. Krauss LTD
JK Architecture Engineering (Premier)
Kaufman Edwards Planning & Consulting
Lazzareschi Construction (Premier)
Meyer Construction
Mountainside Partners (Premier)
Ogilvy Consulting
Orlando Enterprises Tahoe
PR Design & Engineering (Premier)
Shoberg Design
Tahoe Regional Planning Agcy. (Premier)
Tieslau Civil Engineering, Inc.

EDUCATION

Tahoe Expedition Academy
Tahoe Truckee Unified School District

FINANCE, INSURANCE & REAL ESTATE

AAA Truckee North Lake Tahoe
Alex Min, Realtor - Sierra Sotheby's
Bank of the West (Premier)
Bruening Associates Real Estate (Premier)
Dave Westfall, Oliver Luxury Real Estate
Fidelity National Title Company (Premier)
Frank Mooney, CPA (Premier)
Frushon Accounting & Business Services
Jamie Dewitt, Realtor - Sierra Sotheby's
K Corporation Development (Premier)
Ludmila CPA
MSNV Investments (Premier)
Plumas Bank (Premier)
Sierra Insurance Associates

FOOD & BEVERAGE

7-Eleven
A Pop Above Kettle Corn
Alibi Ale Works (Premier)
Beef Jerky Etc.
Brimm's A Catering Co.
Cable Car Ice Cream
Caliente (Premier)
CB's Bistro (Premier)
Char-Pit (Premier)
Cheri's Hand Dipped Ice Cream Bars
DBI Beverage
Gar Woods Grill & Pier (Premier)
Goodi's Fresh Squeezed Lemonade
Jason's Beachside Grille
Kings Cafe (Premier)
Kynbo
La Mexicana Meat Market & Taqueria
Lanza's Restaurant
Las Panchitas (Premier)
Produce Plus (Premier)
Red Truck
Safeway (Premier)
Spindleshanks American Bistro
Susie Scoops Ice Cream & Frozen Yogurt
Sweet Tahoe Time (Premier)
Taco Bell
Tahoe Central Market (Premier)
The Grid Bar & Grill (Premier)
The Soule Domain
Wine Tahoe (Premier)

HEALTH, WELLNESS & BEAUTY

4 Vitality Now
5th Element Healing Center (Premier)
Jeanne Ehrhart, DDS Family Dentistry
Kings Beach Dental, Karen Kucharski
Lake Tahoe Wellness Center (Premier)
Mountain Lotus Yoga (Premier)
Moving TAO Center
NaturaMed Natural Family Med. (Premier)
NL Massage & Skin Care (Premier)
Sacred Connections
Stay Gold Fitness
Tahoe Forest Health System
Transformations Salon
Well Being

LODGING & HOUSING

Agate Bay Realty (Premier)
Brockway Springs of TPOA
Cedar Glen Lodge (Premier)
Firelite Lodge
Franciscan Lakeside Lodge
Hostel Tahoe (Premier)
Mourelatos Lakeshore Resort (Premier)
Red Wolf Lakeside Lodge (Elite)
Rustic Cottages
Sierra Vacations by Natural Retreats
Ta-Tel Lodge
Tahoe Beachfront Residences
Tahoe Moon Properties
Tahoe Vista Timeshare Rentals
Tahoe Vistana Inn & Weddings (Premier)
The Crown Resort (Elite)
Tonopalo PRC (Premier)
Vacasa
Waters of Tahoe Properties (Premier)

MARKETING & MEDIA

101.5 FM-Truckee Tahoe Radio (Premier)
Certified Folder Display Service
Generikal Design
JVP Communications
Local Forge LLC (Elite)
Moonshine Ink (Premier)
Reno Tahoe Promotions
Sierra Sun (Premier)
Tahoe Quarterly (Elite)
Tahoe TV (Premier)
Tahoe Weekly (Premier)
Tahoe.com

NIGHTLIFE

Crystal Bay Casino
Jim Kelley's Tahoe Nugget
Tahoe Biltmore (Premier)

RECREATION

Adrift Tahoe (Premier)
Big Blue Adventure
Kings Beach Miniature Golf (Premier)
Mickey's Big Mack Charters
North Tahoe Marina (Premier)
North Tahoe Watersports (Premier)
Northstar California Resort (Premier)
Old Brockway Golf Course (Elite)
Tahoe Adventure Company
Tahoe Flow Arts Studio (Premier)
Truckee River Rafting
Watermans Landing

SHOPPING

Geared for Games
Lake Tahoe Specialty Stove & Fireplace
Lakeshore & Willard's Sports Shops
Lucky 7 Tattoo & Piercing
Perennial Landscape & Nursery (Premier)

SHOPPING cont.

Sears Authorized Dealer Store (Premier)
Tahoe Daves Skis & Boards (Premier)
Tahoe Mountain Sports
Tahoe Paddle & Oar (Premier)
Tahoe Vista Sports (Premier)
The Robin's Nest
The Stevenson Gallery
Wanda's Floral & Gift (Premier)

NON-PROFIT

Big Brothers Big Sisters
Boys & Girls Club of North Lake Tahoe
Contractors Association of TT
Community House of TTCF
Friends of Kings Beach Library
Humane Society of Truckee-Tahoe
Kiwanis Club of North Lake Tahoe
Lake Tahoe Paddleboard Association
Mountain Area Preservation (Premier)
North Lake Tahoe Historical Society
North Lake Tahoe Resort Association
North Tahoe Arts
North Tahoe Family Resource Center
Project MANA
Rotary Club of Tahoe City
Sierra Nevada College
Sierra Senior Services
Sierra State Parks Foundation
Snowfest
Ta-Hoe Nalu
Tahoe City Downtown Association
Tahoe Food Hub
Tahoe Fund
Tahoe Public Art
Tahoe Rim Riders 4H Club
Tahoe Rim Trail Association
Tahoe SAFE Alliance
Tahoe Training Partners
Excellence in Education Foundation
Tahoe Truckee School of Music
Truckee NT Transportation Mgt Assoc.
TOCCATA
Truckee Donner Chamber of Comm.
U.S. Marine Corps Toys for Tots

INDIVIDUAL

Bob McCormick
Carolyn Pretzer
Cheri Sugall
Dave Ferrari
Dick & Niletta Morton
Eric Lannes
Gary & Patti Boxeth
John Hassenplug
Kristi Kohnen
Maggie Steakley
Milena Regos
Phil Thompson
Sarah Coolidge
Todd & Linda Willard



Mission: To improve economic vitality and quality of life in the communities of North Lake Tahoe.

Business Membership Comparisons

LEVEL	DUES	BENEFIT QTY.	VALUE
Basic	\$175	16	\$1,185
Premier	\$300	21	\$2,075
Elite	\$1,000	26	\$4,825

BENEFITS	BASIC	PREMIER	ELITE
Business Directory Listing	X	X	X
Facebook Posting	X	X	X
e-Newsletter Listing	X	X	X
Online Announcement	X	X	X
e-Newsletter Article (1)	X	X	X
Event Calendar Listing(s)	X	X	X
Online News Post(s)	X	X	X
Job Listings w/ Link	X	X	X
Online Member Portal	X	X	X
Small Business Seminars	X	X	X
Local Advertising Discounts	X	X	X
Marketing Programs	X	X	X
Expanded Marketing Benefits for a Fee	X	X	X
NTBA Marketing Assets	X	X	X
Networking	X	X	X
BASIC - 16 Direct Benefits - Est. Value \$1,165			
Featured Business & Link		X	X
e-Newsletter Logo & Link		X	X
e-Newsletter Articles (3)		X	X
Passport to Dining Ticket (1)		X	X
Collateral Distribution		X	X
PREMIER - 21 Direct Benefits - Est. Value \$2,075			
e-Newsletter Articles (unltd.)			X
e-Newsletter Featured Article w/ Link			X
Homepage Footer Logo			X
Webpage(s) Logo			X
e-Newsletters Footer Logo Sidebar			X
Passport to Dining Ticket (4)			X
Event(s) Verbal Recognition			X
ELITE - 26 Direct Benefits - Est. Value \$4,825			

In addition to the following direct benefits NTBA membership provides, annual membership dues also support the good work that NTBA is doing to positively "the greater good" and benefit all businesses, and the entire North Lake community.



Mission: To improve economic vitality and quality of life in the communities of North Lake Tahoe.

3 Business Membership Levels & Benefits

Level	Dues	Benefit Qty.	Benefit Value
Basic	\$175	16	\$1,185
Premier	\$300	21	\$2,075
Elite	\$1,000	26	\$4,825

In addition to the following direct benefits NTBA membership provides, annual membership dues also support the good work that NTBA is doing that positively impact “the greater good” and benefit all businesses and the entire North Lake Tahoe community.

BASIC – 16 direct benefits (\$1,185 estimated value) **\$175**/annual dues

- **Business Directory Listing** – 30-word description, contact info, and URL link (\$100)
- **Facebook Post** (*upon joining*) - including write-up, photo or logo and URL link (2,600~ likes) (\$50)
- **e-Newsletter Listing** – (*upon joining & renewal*) business listed (4,700~ subscribers, clickthru tracked) (\$50)
- **Online Announcement** - (*upon joining*) listing with URL link (5,700~ avg. monthly visits, clickthru tracked) (\$50)
- **e-Newsletter Article** – (*provided by member*) up to one annually (\$75)
- **Event Calendar Listing(s)** – (*provided by member*) unlimited submissions (\$75)
- **Online News Post(s)** – (*provided by member*) unlimited submissions: news, activities, events, deals & tips (\$50)
- **Job Listings with Link** – (*provided by member*) unlimited submissions (\$150)
- **Online Member Portal** – access to resources and news including local and regional topics & opportunities (\$100)
- **Small Business Seminars** – attend up to 3 for free (\$60)
- **Local Advertising Discounts** – radio, print and online (\$125)
- **Seasonal & Collaborative Marketing Programs** - contact NTBA staff for participation details (\$150)
- **Expanded Marketing Benefits for a fee** - email broadcast(s) to NTBA database(s), event banner advertising on Kings Beach streetlights, material distribution/presence at NTBA events, and sponsorship of NTBA event(s) (\$50)
- **NTBA Marketing Assets & Content** – repurpose for your benefit (\$50)
- **Board of Directors & Committees** – opportunity to serve
- **Networking** – leverage NTBA member network by doing business with and referring each other (\$50)

Please turn page for Premier & Elite Level Information and more...

3 Business Membership Levels & Benefits (cont.)

PREMIER – 21 direct benefits (\$2,075 estimated value)

\$300/annual dues

Premier members receive all Basic benefits PLUS increased & enhanced benefits below

- **Business Directory Listing** – 60-word description, contact info including URL link (\$100)
- **“Featured Business” on Homepage**– business article with image and URL link posted for one week (\$400)
- **e-Newsletter Logo & Link** – (*upon renewal*) (\$75)
- **e-Newsletter Articles** – (*provided by member*) up to three annually (\$225)
- **1 Complimentary Passport to Dining ticket**; NTBA’s annual food & beverage tasting fundraiser (\$40)
- **Collateral Distribution** – business cards, rack cards and/or flyers at NTBA office (\$50)

ELITE – 26 direct benefits (\$4,825 estimated value)

\$1,000/annual dues

Elite members receive all Basic & Premier benefits PLUS increased & enhanced benefits below

- **Business Directory Listing** – 100-word description, contact info including URL link (\$100)
- **e-Newsletter Articles** – (*provided by member*) unlimited submissions (\$255)
- **e-Newsletter Feature Article** – with business description, color photo or logo and URL link ((\$75)
- **Business Color Logo & URL Link on NTBA website homepage** (\$700)
- **Business Color Logo & URL Link on ~90% NTBA website page sidebars** (\$500)
- **Business Color Logo on footer of all e-Newsletters** and standalone email broadcasts (\$500)
- **4 Complimentary Passport to Dining tickets**; NTBA’s annual food & beverage tasting fundraiser (\$150)
- **Verbal Recognition as Elite member at all NTBA-produced events** - attended by many thousands (\$500)

FOR MORE ...

- ✓ How to Maximize Your Membership
- ✓ “Greater Good” benefits and impacts (events, programs & initiatives)
 - ✓ Expanded Marketing Benefits for a fee
 - ✓ Other Questions

Visit NorthTahoeBusiness.org or call (530) 546-9000 today

READY TO JOIN?

- ✓ **Check** payable to NTBA, mail to PO Box 1023, Kings Beach, CA 96143
 - ✓ **Call** (530) 546-9000 w/ Credit Card
 - ✓ **Online** w/ Credit Card

Membership Dollars at Work “Greater Good” Benefits & Impacts

Events, Marketing & Promotions

- **20 Annual Community Events** and maintain **online calendar of events** to draw visitors, market the district and draw customers into Main Street businesses
- Manage and grow traffic to **“Visit North Lake Tahoe” Website & Online Business Directory** to promote district and members
- Distribute effective **e-Newsletters** to visitors/residents (database of 4,700 with 32% average open rate) drawing visitors and marketing the district and members and maintain Member web portal providing business support and relevant topics/issues
- **Increased marketing through Facebook and Instagram** to keep district and members top of mind
- Participate in **Co-Op Marketing Programs** such as Touch Lake Tahoe and Shop Local to market the district during off-peak seasons and encourage shopping locally
- **New retail & restaurant Winter Promotion, “Get S’More Saturdays”** developed 2017 and launched January - March 2018

Economic & Community Vitality

Business & Community Revitalization and Business Support,
Networking, Communications, Training

- Conducting outreach and providing input into **Kings Beach State Recreation Area General Plan Update & Pier Project** planning process, 2016-2017
- Conducting outreach and engaged in **North Tahoe Event Center public/private partnership**, 2016-2017
- Positively influenced **Tahoe Basin Area Plans for town center development**
 - To encourage revitalization of the blighted areas of Kings Beach town center and for reduction of barriers to in-fill development and new business start-ups & expansion, 2016
- Co-produce **Small Business Seminars** (typically 3 annually) to provide business owners with relevant training at no/little cost, since 2012
- Created and executed **KBCCIP Open for Business Marketing Campaigns** and effectively communicated positive marketing messages and helped businesses during construction, 2013-2016

Design

Aesthetics and cleanliness

- Working on **Year-Round White LED Lighting Program** rooflines of all buildings in downtown Kings Beach, 2017
- **Kings Beach Art Walk**, 2016 and ongoing
- Kings Beach **Streetlight Banners** – creation of banners and administer 3rd party banner program, since 2015
- Incubated and partnering on **Tahoe Public Art** with the goal of bringing public art to each of the Kings Beach roundabouts soon and more, since 2012
- **Organize annual clean-up efforts**, since ~2000

Other

- Developed and adopted **Advocacy Policy**, 2017
- Created and executing **2020 Strategic Plan**, 2016 and ongoing
- Partner to produce the **North Tahoe & Truckee Leadership Program**, graduated 320 since 2004

NTBA Website, Email Marketing & Social Media Statistics

NTBA “Visit North Lake Tahoe” Website

- 5,500 average visits per month
- 85 Online Business Directory average views per month
 - 1,000 Business Directory visits per year
- 155 Online Event Calendar average views per month
 - 1,800 Event Calendar visits per year

NTBA Email Marketing

- 4,700 General Database of members, visitors, residents and 2nd/3rd homeowners
 - 29.5% Average Open Rate – 21% industry average
 - 7.5% Average Click Through Rate – 9% industry average

Facebook

North Tahoe Business Association Facebook Page

- 2,600+ followers

Music on the Beach (Kings Beach) Facebook Page

- 2,600+ followers

Instagram

@NTBA.NorthTahoe

- 900+ followers

Expanded Marketing Benefits for a Fee

Email Broadcast(s) to NTBA Database(s)

Database Description	Database Size	Single Cost	3-Pack Cost*
Members Only	~300+	\$70	\$180 \$60/email
*Main Database	~4,700+	\$80	\$225 \$75/email
Customized List	TBD	\$80	\$225 \$75/email

*All 3 broadcasts must be scheduled & paid upfront within 12 months. Best value, 1.5 cents per email.
[Click here](#) for reservation & content submission instructions.

Sponsor NTBA-Produced Event(s)

Event	Level 1	Level 2	Level 3
Kings Beach Snowfest Parade	\$150	\$300	\$500
Clean Up Day	\$150	\$250	\$500
July 3 rd Fireworks	\$100-\$200	\$250	\$500 + more
Music on the Beach	\$275	\$650/900	\$1,600
Passport to Dining	\$500	N/A	N/A

Click [Event Sponsorship Opportunities](#) for benefits associated with each level

Market Your Business at NTBA-Produced Event(s)

Contact NTBA staff for more information and to reserve a minimum 45 days prior to event

Kings Beach Snowfest Parade	Elite	Premier	Basic/NP
Distribution of business materials / promo items at announcing area	Free	\$25	\$40

Takes place annually, typically the second Saturday in March. Estimated Attendance 1,000

Clean Up Day	Elite	Premier	Basic/NP
10x10 tent (provided and staffed by member)	Free	\$40	\$60
Distribution of business materials / promo items	Free	Free	\$25

Takes place annually, the first Saturday in June. Estimated volunteers 125

July 3 rd Fireworks & Beach Party	Elite	Premier	Basic/NP
Distribution of business materials / promo items	Free	\$40	\$60

Takes place annually on July 3rd. Estimated Attendance 500-750

Music on the Beach – 1 concert	Elite	Premier	Basic/NP
10x10 tent (provided and staffed by member) adjacent to stage	\$100	\$125	\$150
Distribution of business materials	Free	\$40	\$60

*Takes place annually, every Friday in summer excluding second Friday in August.
 Estimated Attendance 650+ per concert. Limited availability. No sales or sampling allowed.*

Expanded Marketing Benefits for a Fee (cont.)

Advertise Your Event(s) on KB Streetlight Banners

	Cost
Members	\$35 per banner
Non-Members	\$45 per banner

Click for [Kings Beach Streetlight Banner Information and Application](#)

How to Maximize Your Membership

The more you engage, the more value you'll receive!

Engage with NTBA

Show Others that You are Community Involved & Supportive

1. Proudly display your member decal at your business, in your car window, or on your laptop
2. Add NTBA (and NTBA logo) to your website partner/sponsor page and link to www.NorthTahoeBusiness.org

NEW Online Member Portal

1. Visit [Member Portal](#) to access member resources, free or low cost trainings, sponsorship opportunities, important local and regional topics, meetings and workshops that have the potential to impact you, your business and your community
2. Updates will be made weekly so check back often

Email

1. Read what is sent to you by NTBA staff members: Joy, Katie and Ashley and respond in a timely fashion
2. If you are not receiving emails e-Newsletters at least once per month, check your spam and other filters and ask your IT professional for assistance. Notify NTBA staff if you continue to not receive emails from us
3. Share and submit your ideas, concerns and ask questions
4. Complete online surveys in a timely fashion so your opinion is counted and your point of view is heard

e-Newsletter

1. Read NTBA e-Newsletter for the latest on what's happening and what we've has been up to lately
2. If you're in a tourism-related industry, request and/or repurpose NTBA e-News content through your marketing channels and to your audience

Social Media

1. "Like" North Tahoe Business Association and Music on the Beach Facebook pages
2. Follow @NTBA.NorthTahoe on Instagram
 - a. Use #KBTahoe hashtag in your social media posts; other hashtags available upon request
 - b. Download [Repost APP](#) to repost Instagram images
3. "Like", comment and share NTBA content in addition to other members' social media content

Attend Events & Seminars

- Get S'More Saturdays, four select winter Saturdays
- Kings Beach Snowfest Parade, typically the second Saturday in March
- Community Clean Up Day, first Saturday in June
- Music on the Beach, Friday evenings in the summer
- July 3rd Fireworks & Beach Party, the day before Independence Day
- Passport to Dining fundraiser, second Thursday in November
- 3 free Small Business Seminars, typically in spring, fall and winter
- Annual Membership Event, typically in February
- Member events announced in NTBA e-Newsletters

Attend Board of Directors & Main Street Committee Meetings

1. Visit [Online Calendar](#) for Board Meeting dates
2. Notify NTBA staff in advance if you plan to attend
3. Read [board meeting minutes online](#) to stay informed
4. Share and submit your ideas, concerns and ask questions
5. Consider volunteering as a director or committee member and notify staff

Submit Your Business Content for Distribution

Submit your events for promotion through NTBA's online event calendar, social media pages, event blog, and e-Newsletter

Email the following to info@northtahoebusiness.org with as much notice as possible, minimum 10 business days prior to the event:

- Event name, date, time, location and 1-2 sentence description, call to action, and photo and/or logo if you have one

Submit your content for promotion on NTBA website, social media pages, and e-Newsletter

Content types: news, events, activities, deals, insider tips, business tips, important community topics, job openings

Email to info@northtahoebusiness.org 150-words including who, what, when, where and why and submit with as much lead-time as possible - minimum of 10 business days

Leverage Member Network

Refer, shop and do business locally – support and connect with each other

When looking for a product or service:

- Use one-page [Members by Industry](#)
- Use online [Business Directory](#)
- Ask NTBA staff and other members for referral(s)

When you connect with another member:

- Mention that you are a NTBA member and explain your business so that'll refer you
- Explain that NTBA or a NTBA member referred you
- If you're satisfied with a members' product(s)/service(s) - refer them!

Network at NTBA events (advertised in e-Newsletters):

- When you arrive, ask for a member sticker & wear it so you're identifiable to other members
- Engage and network with other members

Request NTBA staff to introduce you and your business to member(s) of your choice

Take Advantage of Local Advertising Discounts

Media Outlets - 101.5FM Truckee Tahoe Radio, Moonshine Ink, Tahoe.com, Tahoe Quarterly, and Tahoe Weekly ([Click here](#) for offers and contact information)

Expanded Marketing Benefits for a Fee

Space is limited and on a first-come, first-served basis and requires NTBA staff approval.

([Click here](#) for opportunities, cost and instructions.)