



PO Box 1023, Kings Beach, CA 96143 | 530.546.9000 | [NorthTahoeBusiness.org](http://NorthTahoeBusiness.org)

# Member Handbook

## NTBA STAFF

**Alyssa Reilly, Executive Director** [alyssa@northtahoebusiness.org](mailto:alyssa@northtahoebusiness.org) cell: (530) 318-3809

**Kerry Andras, Community Relations Manager** [kerry@northtahoebusiness.org](mailto:kerry@northtahoebusiness.org)

**Chloe Marquardt, Event Coordinator** [chloe@northtahoebusiness.org](mailto:chloe@northtahoebusiness.org)

*Please use [info@northtahoebusiness.org](mailto:info@northtahoebusiness.org) to email all NTBA staff members*

# NTBA Fast Facts & Ways to Get Involved

## NTBA Mission

The North Tahoe Business Association improves economic vitality and quality of life in the communities of North Lake Tahoe.

## NTBA Purpose

- To support businesses through communications, marketing, resources and business training.
- To 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](http://www.preservationnation.org/main-street)**

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

## NTBA 2022 Vision

The NTBA district is a vibrant lakeside community where businesses thrive, visitors are welcome, and diversity and community are cherished.

## 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

- 14-member volunteer Board of Directors ~220 Members
- 3 Paid Staff Members ~100 Volunteers
- Many partners and event sponsors

## 14 Annual Community Events

- Kings Beach Snowfest Parade, annually the first or second Saturday in March
- Community Clean Up Days, annually the first Saturday in June and the last Saturday in September
- Music on the Beach, annually 9 concerts on Friday evenings in the summer
- July 3<sup>rd</sup> Fireworks & Beach Party, annually the day before Independence Day
- Passport to Dining, annually the first Thursday in November

## Top 9 Ways to Get Involved with NTBA

- 1) Become a Member (3 Business Levels + Non-Profit, Artist, 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 events
- 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 to 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;"><b>Main Street Committee Economic &amp; Community Vitality</b></p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> <li>• <b>Advocate</b> for business sustainability, expansion, recruitment, start-ups and infrastructure</li> <li>• <b>Communicate:</b> serve business community as an information provider</li> <li>• <b>Support &amp; Connect</b> businesses with each other and information to strengthen community</li> </ul> <p><u>Goals:</u></p> <ul style="list-style-type: none"> <li>• Business Development &amp; Advocacy</li> <li>• Communicate, advocate and increase overall engagement</li> <li>• Support and connect the businesses, members, community and visitors</li> </ul> <p style="text-align: center;"><b>Meets Monthly, 1<sup>st</sup> Monday, 3:30pm</b></p>	<p style="text-align: center;"><b>Main Street Committee Promotions &amp; Marketing</b></p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> <li>• <b>Attract</b> visitors and residents to District to improve economic vitality</li> <li>• <b>Build</b> awareness of NTBA-produced events</li> <li>• <b>Promote</b> attributes with marketing</li> <li>• <b>Publicize</b> and engage people in positive ways on local issues impacting economic/social well-being</li> </ul> <p><u>Goals:</u></p> <ul style="list-style-type: none"> <li>• Implement strategic marketing plan and programs</li> <li>• Produce and partner on a unique and fun lineup of events and promotions to attract people to the district</li> <li>• Partner on promotions and marketing to build awareness and draw visitors</li> </ul> <p style="text-align: center;"><b>Meeting schedule varies</b></p>
<p style="text-align: center;"><b>Main Street Committee Community Design</b></p> <p><u>Purpose:</u></p> <ul style="list-style-type: none"> <li>• <b>Improve</b> and visually enhance the District from an aesthetic and cleanliness perspective</li> <li>• <b>Build</b> on the good work already accomplished in Commercial Core Improvement Project</li> </ul> <p><u>Goals:</u></p> <ul style="list-style-type: none"> <li>• Improve aesthetics through beautification efforts, projects, and programs that enhance economic and social well-being</li> <li>• Make the District easy to navigate</li> </ul> <p style="text-align: center;"><b>Meets Monthly, 4<sup>th</sup> Wednesday, 8:00am</b></p>	<p style="text-align: center;"><b>Other Committees</b></p> <ul style="list-style-type: none"> <li>• Membership Committee</li> <li>• Music on the Beach Event Committee</li> <li>• Passport to Dining Event Committee</li> </ul> <p style="text-align: center;"><b>Meeting schedule varies</b></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 2022 Strategic Plan Summary

*adopted December 2020*

## **Vision**

The NTBA district is a vibrant lakeside community where businesses thrive, visitors are welcome, and diversity and community are cherished.

## **Focus Area “A” – Economic & Community Vitality**

### **Goal 1:**

Improve year-round business sustainability and supportive business infrastructure in the district

### **Goal 2:**

Increase local knowledge and positive engagement in community and economic vitality issues and solutions

### **Goal 3:**

Increase business and community connections

## **Focus Area “B” – Events, Promotions, & Marketing**

### **Goal 1:**

Increase awareness of the region by implementing Strategic Marketing Plan and partnering on strategic communications and awareness building

### **Goal 2:**

Increase the number and enhance the quality of fun and unique events and promotions that attract people to District

## **Focus Area “C” – Community Design**

### **Goal 1:**

Improve the aesthetic appeal of the District through beautification projects and programs

### **Goal 2:**

Improve district, walkability, transportation, and navigation

## **Focus Area “D” – Organizational Capacity & Administration**

### **Goal 1:**

Strengthen the operational effectiveness of the NTBA today and into the future

### **Goal 2:**

Increase membership, number of volunteers, and organizational partners

### **Goal 3:**

Improve and strengthen financial foundation of NTBA while minimizing investment risk

## NTBA Members by Industry

### ARTIST

Anderson Cards Company  
Chilipepper's Paintings  
Kings Beach Art Tour  
Phoenix K Art  
Stirling Studios

### BUSINESS & HOME SERVICES

Abode Box  
Arbor Solutions Tree Care *(Premier)*  
California Tile & Stone *(Premier)*  
Caravelli Painting, Inc.  
Chango Presents *(Premier)*  
Duggan & Duggan  
Fiberglass Specialties *(Premier)*  
Glen Price Group  
Gonsalves & Co.  
Hennessey Heating & Air *(Premier)*  
Herrera's Blue Lake Cleaning *(Premier)*  
Kelly Brothers Painting Inc. *(Premier)*  
Ketshop, Inc.  
Kings Beach Car Wash  
Liberty *(Premier)*  
MartisLabs  
North Tahoe Public Utility District *(Elite)*  
Placer County *(Elite)*  
Print Art/Sierra Mail *(Elite)*  
Rainbow Printing & Office Supply  
Reliable Services  
Rockwood Tree Service *(Premier)*  
Sierra Boat Company  
Summit Glass Company  
Sustainable Community Advocates  
Tahoe City Marina  
Tahoe Sierra Transportation  
Tahoe Tech Group  
Tahoe Truckee Sierra Disposal *(Premier)*  
Truckee Tahoe Airport District

### CONSTRUCTION & DEVELOPMENT

Auerbach Engineering *(Premier)*  
Bervid Custom Building, Inc.  
Blue Basin Engineering  
California Tahoe Conservancy  
Elise Fett & Associates *(Premier)*  
J. R. Krauss LTD  
JK Architecture Engineering *(Premier)*  
Kings Beach Center *(Premier)*  
Lazzareschi Construction  
Ogilvy Consulting  
Orlando Enterprises Tahoe  
PR Design & Engineering *(Premier)*  
Shoberg Design  
Tahoe Regional Planning Agcy. *(Premier)*  
TAPCO Construction  
Taylor Builders *(Premier)*  
Tieslau Civil Engineering, Inc.

### EDUCATION

Tahoe Truckee Unified School District

### FINANCE, INSURANCE & REAL ESTATE

Alex Min, Corcoran Global Living  
Bank of the West *(Premier)*  
Bruening Associates Real Estate *(Premier)*  
Coldwell Banker Select *(Premier)*  
Dave Westall, Corcoran Global Living  
Fidelity National Title Company *(Premier)*  
Frank Mooney, CPA *(Premier)*  
Frushon Accounting & Business Services  
Heffeman Insurance Brokers  
Ludmila CPA  
Nicole Bennett, Chase International  
Pacaso *(Elite)*  
Peyton Real Estate  
Plumas Bank *(Premier)*  
Tahoe Legacy Homes  
TAHOE PRIME | eXp Luxury Collection

### FOOD & BEVERAGE

Alibi Ale Works *(Premier)*  
Bear Belly Brewing Company  
Brimm's, A Catering Co.  
Cable Car Ice Cream  
Caliente *(Premier)*  
California Gold Kettle Corn  
CB's Bistro  
D'Lish Catering & Burrito Window  
Fat Cat Bar & Grill *(Premier)*  
Fat Cat Kitchen *(Premier)*  
Gar Woods Grill & Pier *(Premier)*  
Golden Brands  
Jason's Beachside Grille  
La Mexicana Meat Market & Taqueria  
Lanza's Restaurant  
Las Panchitas *(Premier)*  
Little Truckee Ice Creamery  
MOGROG Rotisserie  
Pep's Place *(Premier)*  
Produce Plus *(Premier)*  
Safeway *(Premier)*  
Spindleshanks American Bistro  
Susie Scoops Ice Cream & Frozen Yogurt  
Sweet Tahoe Time *(Premier)*  
Tacos Herrera  
Tahoe Central Market *(Premier)*  
Tahoe Empanadas  
Tahoe Fuller's  
The Grid Bar & Grill *(Premier)*  
The Soule Domain  
Truckee River Winery *(Premier)*  
Whitecaps Pizza  
Wine Tahoe *(Premier)*

### SHOPPING

Chickadee Art Collective  
Lake Tahoe Photo Gallery *(Premier)*  
Lake Tahoe Specialty Stove & Fireplace  
Lucky 7 Tattoo & Piercing  
Perennial Landscape & Nursery *(Premier)*  
Tahoe Backyard *(Premier)*  
Tahoe Dave's Skis & Boards *(Elite)*  
Tahoe Paddle & Oar *(Premier)*  
Tahoe Vista Sports *(Premier)*  
The Robin's Nest

### HEALTH, WELLNESS & BEAUTY

Fifth Element Healing Center *(Premier)*  
NL Massage & Skin Care *(Premier)*  
Lake Tahoe Wellness Center *(Premier)*  
Reiki Tahoe *(Premier)*  
Tahoe Core Pilates  
Tahoe Flow Arts & Fitness  
Tahoe Forest Health System  
Well Being

### COMMUNITY SUPPORTERS

Barbara Mertz  
Bernard Ash  
Bob McCormick  
Carolyn Pretzer  
Cathy Strand  
Dick & Niletta Morton  
Emilio Vaca  
Eric Lannes  
Jessica VanPemis Weaver  
John Hassenplug  
Kim Vail & Scott Meyer  
Maggie Steakley  
Sarah Coolidge  
Todd & Linda Willard

### LODGING & HOUSING

Agate Bay Realty *(Premier)*  
Brockway Springs of Tahoe POA  
Cedar Glen Lodge  
Crown Motel & Family Resort *(Elite)*  
Firelite Lodge  
Franciscan Lakeside Lodge  
Incline Village Timeshares  
Mourelatos Lakeshore Resort *(Elite)*  
Red Wolf Lakeside Lodge *(Elite)*  
Rustic Cottage Resorts  
Natural Retreats  
Ta-Tel Lodge  
Tahoe Moon Properties  
Tahoe Sands Resort *(Premier)*  
Tahoe Vistana Inn *(Premier)*  
Tonopalo PRC *(Premier)*  
Vacasa  
Waters of Tahoe Properties *(Premier)*

### MARKETING & MEDIA

101.5 FM-Truckee Tahoe Radio *(Premier)*  
East River Public Relations  
Moonshine Ink *(Premier)*  
Reno Tahoe Promotions  
Tahoe Production House  
Tahoe Quarterly *(Elite)*  
Tahoe Weekly *(Premier)*  
Tahoe.com  
Tahoetopia.com  
LT Marketing  
Wend *(Elite)*

### NIGHTLIFE

Crystal Bay Casino  
Tahoe Billmore *(Premier)*

### NON-PROFIT

Arts For The Schools  
Barracuda Championship  
Boys & Girls Club of North Lake Tahoe  
Clean Tahoe  
Contractors Association of TT  
Community House of TTCF  
Drink Tahoe Tap  
Friends of Kings Beach Library  
Humane Society of Truckee-Tahoe  
Incline Village Crystal Bay Association  
Kiwanis Club of North Lake Tahoe  
Lake Tahoe United Methodist Church & Retreat Center  
League to Save Lake Tahoe  
Mountain Area Preservation  
North Lake Tahoe Historical Society  
North Lake Tahoe Resort Association *(Elite)*  
North Lake Tahoe-Truckee Leadership Program  
North Tahoe Arts  
Pet Network Humane Society  
Rotary Club of Tahoe City  
Sierra Business Council  
Sierra Community House  
Sierra Nevada University  
Sierra Senior Services  
Sierra State Parks Foundation  
Snowfest  
SOS Outreach  
Ta-Hoe Nalu  
Tahoe City Downtown Association  
Tahoe Food Hub  
Tahoe Fund  
Tahoe Prosperity Center  
Tahoe Regional Arts Foundation  
Tahoe Rim Riders 4H Club  
Tahoe Rim Trail Association  
Tahoe Training Partners  
Excellence in Education Foundation  
Tahoe Truckee School of Music  
Trails and Vistas  
Truckee NT Transportation Mgmt Assoc.  
TOCCATA  
Truckee Donner Chamber of Comm.  
Truckee Tahoe Community Chorus  
U.S. Marine Corps Toys for Tots

### RECREATION

Adrift Tahoe *(Premier)*  
Big Blue Adventure  
Kings Beach Miniature Golf *(Premier)*  
North Lake Tahoe Boat Rental *(Premier)*  
North Tahoe Marina *(Premier)*  
North Tahoe Watersports *(Premier)*  
Northstar California Resort *(Premier)*  
Old Brockway Golf Course *(Elite)*  
Tahoe Adventure Company  
Tahoe Family Adventures  
Truckee River Rafting  
Watermans Landing

**Members as of March 1, 2022**

**221**



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

## Business Membership Comparisons

LEVEL	DUES	BENEFIT QTY.
Basic	\$175	14
Premier	\$300	19
Elite	\$1,000	26

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
Local Advertising Discounts	X	X	X
Expanded Marketing Benefits for a Fee	X	X	X
NTBA Marketing Assets	X	X	X
NTBA Board of Directors & Committees	X	X	X
Networking	X	X	X
<b>BASIC - 14 Direct Benefits</b>			
Featured Business & Link		X	X
e-Newsletter Logo & Link		X	X
e-Newsletter Articles (3)		X	X
50% Discount on Passport to Dining Tkts		X	X
Collateral Distribution		X	X
<b>PREMIER - 19 Direct Benefits</b>			
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 Tickets (2)			X
Event(s) Verbal Recognition			X
<b>ELITE - 26 Direct Benefits</b>			

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.
Basic	\$175	14
Premier	\$300	19
Elite	\$1,000	26

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 – 14 direct benefits** **\$175**/annual dues

- **Business Directory Listing** – up to 60-word description, logo, contact info, and URL link
- **Facebook Post** (*upon joining*) - including write-up, photo or logo and URL link (3,000~ likes)
- **e-Newsletter Listing** (*upon joining & renewal*) - business listed (4,800~ subscribers, clickthru tracked)
- **Online Announcement** - (*upon joining*) listing with URL link (4,700~ avg. monthly visits, clickthru tracked)
- **e-Newsletter Article** – (*provided by member*) up to one annually
- **Event Calendar Listing(s)** – (*provided by member*) unlimited submissions
- **Online News Post(s)** – (*provided by member*) unlimited submissions: news, activities, events, deals & tips
- **Job Listings with Link** – (*provided by member*) unlimited submissions
- **Online Member Portal** – access to resources and news including local and regional topics & opportunities
- **Local Advertising Discounts** – radio, print and online
- **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)
- **NTBA Marketing Assets & Content** – repurpose for your benefit
- **Board of Directors & Committees** – opportunity to serve
- **Networking** – leverage NTBA member network by doing business with and referring each other

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



### 3 Business Membership Levels & Benefits (cont.)

#### **PREMIER – 19 direct benefits**

**\$300**/annual dues

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

- **“Featured Business” on Homepage**– business article with image and URL link posted for two weeks
- **e-Newsletter Logo & Link** – (*upon renewal*)
- **e-Newsletter Articles** – (*provided by member*) up to three annually
- **50% Discount on Passport to Dining tickets**, must be purchased 7 days prior to event
- **Collateral Distribution** – business cards, rack cards and/or flyers at NTBA office

#### **ELITE – 26 direct benefits**

**\$1,000**/annual dues

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

- **e-Newsletter Articles** – (*provided by member*) unlimited submissions
- **e-Newsletter Feature Article** – with business description, color photo or logo and URL link
- **Business Color Logo & URL Link on NTBA website homepage**
- **Business Color Logo & URL Link on ~90% NTBA website page sidebars**
- **Business Color Logo on footer of all e-Newsletters** and standalone email broadcasts
- **2 Complimentary Passport to Dining tickets**; NTBA's annual food & beverage tasting fundraiser
- **Verbal Recognition as Elite member at all NTBA-produced events** - attended by many thousands

#### **FOR MORE ...**

- ✓ How to Maximize Your Membership
- ✓ “Greater Good” benefits and impacts
- ✓ Expanded Marketing Benefits for a fee
- ✓ Other Questions

**Visit [NorthTahoeBusiness.org](http://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

#### • **14 Annual Community Events**

- Maintain **online calendar of events** to draw visitors, market the district and attract customers into 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 4,800 with 30.5% 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 Business Association Chamber Collaborative** focused on in-market marketing and to encourage shopping and thinking locally

### Economic & Community Vitality

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

- Helped with the education and petition drive for the **Tourism Business Improvement District (TBID)**. *The TBID was adopted and implemented July 1, 2021.*
- Conducted outreach and provided input into **Kings Beach State Recreation Area General Plan Update & Pier Project** planning process, *2016-2018*
- Conducted outreach and engaged in **North Tahoe Event Center public/private partnership**, *2016-2017*
- Positively influenced **Tahoe Basin Area Plans for town center development**, *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

- Developed an **Annual Lighting Program** for our Kings Beach Commercial Core which included the year-round lighting of our Streetlight poles, as well as the creation and execution of **Holiday Lighting Contest**. *Both programs developed and adopted November 2021.*
- **Roofline Lighting** installed on commercial buildings in downtown Kings Beach, *2017-19*
- Established **North Tahoe Clean Team** to reduce the amount of litter throughout Kings Beach, *2018 and ongoing*
- **Main Street Litter Free Program**, *2018 and ongoing*
- **Kings Beach Art Walk**, *2016 and ongoing*
- Kings Beach **Streetlight Banners** – creation of banners and administer 3rd party banner program, *since 2015*
- Incubated **Tahoe Public Art** with the goal of bringing public art to each of the Kings Beach roundabouts and more, *since 2012*
- **Organize annual clean-up efforts**, *since ~1996*

### Other

- Developed and adopted **Advocacy Policy**, *2017*
- Created and executing **2022 Strategic Plan**, *2016-2020*.
- Partner to produce the **North Tahoe & Truckee Leadership Program**, *graduated over 400 since 2004*



## **NTBA Website, e-Newsletter & Social Media Statistics**

### **“Visit North Lake Tahoe” Website**

- 49,704 total sessions per year / 4,142 average visits per month
  - 70,371 total pageviews per year / 5,864 per month
- 5,594 Online Business Directory average views per year / 466 per month
  - 5,125 Event Calendar visits per year / 427 per month

### **Tri-Weekly e-Newsletter**

- 4,767 Database including members, visitors, residents, and 2<sup>nd</sup>/3<sup>rd</sup> homeowners
  - 29.55% Average Open Rate | industry average 25.2%
  - 3.37% Average Click Through Rate | industry average 2.66%

### **Facebook**

- 3,000+ followers of North Tahoe Business Association Page
- 3,700+ followers of Music on the Beach (Kings Beach) Page

### **Instagram**

- 1,897 followers of @VisitNorthTahoe
- 689 followers of @musiconthebeachKB

Updated December 2021

## Expanded Marketing Benefits for a Fee

### Email Broadcast(s) to NTBA Database(s)

Database Description	Database Size	Single Cost	Non-Profit & Artist Single Cost	3-Pack Cost*
Members Only	~300	\$70	\$50	\$180   \$60/email
*Main Database	~4,800	\$100	\$75	\$285   \$95/email
Customized List	TBD	\$80	\$60	\$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 Days	\$150	\$250	\$500
July 3 <sup>rd</sup> Fireworks	\$150	\$250	\$500 + more
Music on the Beach	\$300	\$700 single /\$1000 co	\$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/Artist
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 Days	Elite	Premier	Basic/NP/Artist
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 & last Saturday in Sept. Estimated volunteers 125*

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

*Takes place annually on July 3<sup>rd</sup>. Estimated Attendance 500-750*

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

*Takes place annually, most Fridays in summer.*

*Estimated Attendance 1,000 per concert. Limited availability. No sales or sampling allowed.*

**Expanded Marketing Benefits for a Fee (cont.)**

**Advertise Your Event(s) on KB Streetlight Banners**

	<b>Cost</b>
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 NTBA 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](http://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: Alyssa, Kerry, and Chloe, 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 have 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

- Kings Beach Snowfest Parade, typically the first or second Saturday in March
- Community Clean Up Days, first Saturday in June and last Saturday in September
- Music on the Beach, 9 concerts, Friday evenings in the summer
- July 3<sup>rd</sup> Fireworks & Beach Party, the day before Independence Day
- Passport to Dining fundraiser, second Thursday in November
- 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](mailto: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](mailto: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.)