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EL DORADO COUNTY

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LAKE TAHOE
BICYCLE COALITION
www.tahoebike.org

13 August 2013

El Dorado County
Economic Development
330 Fair Lane
Placerville, CA 95667

Subject: Cultural and Community Development Grant Application FY 2013-14

Dear Grant Application Committee,

On behalf of the Lake Tahoe Bicycle Coalition, I would like personally thank you for this opportunity to collaborate in the building of El Dorado County's economic growth and community enrichment.

Enclosed you will find a copy of the Grant Application, Project Sponsorship Proposal and the Corporate Bylaws per your request.

If during your review, I can assist you in your analysis, please feel welcome in contacting me directly on my cell phone 415.259.8577 or by e-mail at BikeTahoe@aol.com.

Thank you in advance for the thoughtful consideration of our exciting and highly valued project.

Best regards,



Ty Polastri
Executive Director

Helping Tahoe Become More Bicycle Friendly

Lake Tahoe Bicycle Coalition
PO Box 1147, Zephyr Cove, NV 89448
TahoeBike.org. BikeTahoe@aol.com

**Cultural and Community Development Grant Application
FY 2013-14**

Event/Project/Organization

for which funds are requested: *Promoting Cycling Tourism: Lake Tahoe Bikeway Map*

Event/Project Location: *Lake Tahoe Basin*

Name of Organization: *Lake Tahoe Bicycle Coalition*

Address of Organization: *PO Box 1147. Zephyr Cove, NV 89448*

Website: www.TahoeBike.org and www.TahoeBikeChallenge.org

Name of Contact Person: *Ty Polastri*

Telephone Number: *775.586.9566 and 415/259.8577cell*

E-mail address: *BikeTahoe@aol.com*

Total Amount Requested: *\$5,000.00*

- 1. Briefly describe the event/project/organization for which funds are being requested:**
This project promotes bicycle tourism to Lake Tahoe through the use of a highly sought after product, the Lake Tahoe Bikeway Map, and its associated marketing efforts. 50,000 copies of the map will be printed and distributed widely to over 325 bike shops from Monterey to Santa Rosa, San Francisco Bay Area, the Central, Sacramento/San Joaquin Valleys, and the Tahoe area over the course of two cycling seasons – May 2014 to September 2015. *(see the attached sponsorship packet for more complete details)*
- 2. If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.** This is the fourth map edition that began in 2007. The Lake Tahoe Bicycle Coalition is the responsible organization and has successfully demonstrated its ability to produce and deliver maps and other products/programs. There are specific skills beyond the Coalition's skill set and therefore use contracted services: for example a graphic artist to design map updates and display advertisements; and a map distribution company.

The Board is made up of a very knowledgeable and experienced team.

Tim Rowe, President, is a transportation planner/analyst for Nevada Department of Transportation, and retired hydrologist from the USGS. He was appointed by the Governor of Nevada to serve as chairman of the Nevada Bicycle Advisory Board, and also serves on the Board of Alta Alpena Cycling Club.

Curtis Fong, Vice President, is the longest and most successful bicycle event promoter in the region. His America's Most Beautiful Bike Ride sells out every year with 3,500 riders from across the US and is headed to his 23rd annual in June. He also produces the Tour de Tahoe, and was inducted into Nevada's Broadcasters Hall of Fame this year.

Karen Fink, Secretary/Treasurer, is a senior transportation planner for the Tahoe Regional Planning Agency and authored the Tahoe Region Bicycle/Pedestrian Master Plan for the Tahoe Region. She and her husband rode their bikes across the country and Karen rides her bike to work daily – rain, snow, wind and heat.

Charles Nelson, Board Member, is an attorney and former event director with Curtis Fong for over 17 years. Charles is also a certified Bicycle Traffic Safety Instructor.

Ty Polastri, Founder/Executive Director, is an integrated marketing professional specializing in sports, sponsorship and special event marketing. Before founding the Lake Tahoe Bicycle Coalition, he served on the Board of the Marin Bicycle Trails Council in Marin County, California. He currently serves as a technical advisor to many transportation departments round the Lake and is a member of the Master Planning Committee for Parks, Recreation and Trails sponsored by the City of South Lake Tahoe and El Dorado County. He serves as the Executive Director on a part time bases.

3. **Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:** The successful awarding of funds to this project will be directly used to help underwrite this project – map design update, printing, advertising and map distribution. 100% of the grant will be used for the successful implementation of this project.

4. **When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:** Funding will help underwrite the cost of map updating research and design beginning in January 2014. Map printing to occur in April 2014 and distribution and marketing in June. Keep in mind the marketing and distribution will occur over two cycling seasons (May and June in 2014 and 2015)

5. **What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):**

Target Market: A Highly Targeted Audience – Loyal Customers & Trusted Retailers. Target consumers are fit, active adults, 18-55 years of age, who enjoy and are passionate about their outdoor activities – bicycling, hiking, kayaking, stand up paddle boarding, and are also interested in environmental issues and community events in the Tahoe Region.

Trusted Retailers. Specialty sport retailers, particularly those in highly technological sports like bicycling, snow sports, and water sports, are heavily relied upon by consumers to provide the latest product knowledge, most current technical expertise, and authentic personal experience about specific sporting activities. The specialty sport retailer is a trusted consumer ally and has a strong and loyal customer base. Maps will be distributed to over 325 specialty bike shops.

Targeted Advertising – Print & Online

Cycle California! Magazine (CCM), both print and online versions are a reliable and credible resource for the target audience and will be used to reach them. CCM reach spans from Santa Barbara in the South to the Oregon border in the North, and across the Central Valley, Sacramento/San Joaquin Valley, San Francisco Bay Area, and Tahoe/Truckee/Reno/Carson Valley areas. 40,000 magazines are distributed to 825 leading bike, running, sport retailers, health clubs, and cafes, and another 30,000 online magazine subscribers.

E-mail Broadcasts – Subscribers & Members

E-mail broadcasts are an important tool for reaching a target audience because they have chosen to be subscribers to receive information about events, offers and activities that can help them make decisions about visiting Lake Tahoe. A network of e-mail broadcasters from tourism authorities, Chambers of Commerce, resorts, nonprofit organizations, and

public agencies will help promote the Bike Maps' relevancy to bicycle trip planning and enjoyment, and its availability online and at retail. The combined subscriber base is substantial and it will increase with this project.

Social Media – Fans & Colleagues

Social media, the fastest growing consumer communication vehicle, will integrate into the project's marketing mix to optimize sponsor exposure and engage the target audience with posts and links to the online bike map and visitor friendly project dedicated web sites.

Publicity – Tell the Story

Publicity is an effective way to have a third party report about the Map's value and availability. In 2011, the Map was featured in BIKE Magazine – a national mountain bike magazine. News releases will be prepared and distributed over PRWeb News, a web-based news distribution service with over 4,000 media outlets, and sent to local and regional media outlets.

Map Distribution – Wide Reach & Targeted

Strategy

Maps shall be distributed over the course of two cycling seasons - May through September in 2014 and 2015. In this way, the maps have an extended life to strategically and effectively deliver value to cyclists, sponsors and distributors over the course of two years for one investment. And, it doesn't require annual fundraising for these efforts. However, additional maps may be printed during this period at no additional charge to initial sponsors.

Wide Reach – Highly Active Marketplace

A contracted map distribution service will be used to specifically deliver maps from Monterey to Santa Rosa, San Francisco Bay Area, and the Central, Sacramento/San Joaquin Valleys (Bakersfield to Chico).

Targeted Outlets – Retailers & Special Events

Retailers

325 leading bicycle retailers throughout Northern California target distribution area along with the leading visitor centers, resorts and Chambers of Commerce in the Tahoe region make up a highly targeted distribution network that is distinguished as a reliable source for the maps.

Bicycle Special Events

Maps will also be distributed at 20+ leading bicycling events in Northern California through the *Cycle California!* event booth. One such special event is one of the country's leading bike events, the Sea Otter Classic in Monterey. It known to kick off the bicycling season in mid April with over 5,000 competitors, 300 industry exhibitors, 50,000 + attendees, and 200 media from around the world.

Online Access

The Map is also converted to a PDF version located on www.TahoeBike.org website for downloading and printing at no charge. The Map is the number one visited page on the web site and that is expected to increase with the new marketing efforts. In 2011, the web site received over 1.5 million hits. There year, the project includes another dedicated web site, www.TahoeBikeChallenge.org.

6. **The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.** This project is a tourism driven campaign. El Dorado County in the Tahoe Basin is in large part depended upon tourism to drive its economy. South Lake Tahoe is a nationally designated Bicycle-Friendly Community and increasingly more bike paths and bike lanes are being built in the County and City – with more planned in the next couple of years. There are 34 Bicycle-Friendly Communities in the state of California representing a population of over 6 million. These individuals and more from around the world are expecting a safe and enjoyable bicycling experience when visiting. The regional master plan, (Tahoe Region Bicycle/Pedestrian Plan 2012) and the Prosperity Plan call for the building of a more bicycle/pedestrian community. This project with the map, its distribution and marketing elements is an outreach marketing effort to inform, invite, and encourage active adults and families to visit, stay and enjoy a more intimate Tahoe experience by moving slowly by bicycle. When people bicycle they see businesses and recreational opportunities they may not have seen previously from a car – and, they stop, shop, and eat and drink more.
7. **What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**
The goals are:
- 1) Map distribution of 50,000 printed bikeway maps throughout Northern CA/NV from May 2014 to September 2015;
 - 2) Each June, maps will be distributed to over 325 bike shops throughout Northern CA/NV;
 - 3) The new updated online map will be available from June 2014-September 2015 on two LTBC dedicated web sites: www.TahoeBike.org and www.TahoeBikeChallenge.org
 - 4) Maps will be distributed to over 20 bicycling events throughout Northern CA
 - 5) Over a million target consumers will be reached
 - 6) All 50,000 maps will be distributed

Additional Measurements.

This project does not have an #800 lodging reservation system to track call ins for overnight stays, nor is it an event that can count attendance. Direct economic impact metric infrastructure systems are not a part of this project. However, the high map demand, targeted reach, distribution and advertising; and continual sponsor support demonstrates the project’s success and meeting the objectives of sponsoring agencies.

8. How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization: El Dorado County hereinafter referred to as Grantor shall receive the following benefits should it grant funds to this project:

- Grantor benefits extend for two cycling seasons – May 2014 to September 2015
- Grantor receives ‘first right of refusal’ for subsequent tourism projects – 5th Edition in 2016-2017
- Grantor name/logo shall appear on 50,000 printed maps located in the highly visible Sponsor section.
- Grantor name/logo shall appear on the online map version at two Coalition web sites – www.TahoeBike.org, and www.TahoeBikeChallenge.org
- Grantor name/logo shall appear on www.TahoeBike.org with a link to Grantor’s web-site
- Reciprocal link from Grantor’s web site to www.TahoeBike.org is granted
- Grantor receives an initial Map inventory for their distribution purposes
- Grantor receives social media posts about their project participation
- A news release is written and distributed to media regarding Grantor’s project participation
- When available, a Grantor representative may be invited to appear on television or be interviewed on radio to discuss the relevancy of their participation in the project.
- Additional value consideration may be proposed by Grantor and/or the Lake Tahoe Bicycle Coalition

9. Please provide any information on sponsorships for this event/project/organization:
Please see attached sponsorship proposal.

10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization: The \$5,000 grant limit is a portion of the overall budget and matching funds will exceed the \$5,000. To date, the project has commitments from the following organizations and businesses: Tahoe Regional Planning Agency, Tahoe Metropolitan Planning Organization, California Tahoe Conservancy/Tahoe Fund, Heavenly Sports, South Shore Bikes, Cycle California! Magazine, and Bike The West.

HISTORY OF EVENT/PROJECT/ORGANIZATION

1. How long has this event/project/organization been in operation:

The Lake Tahoe Bicycle Coalition began in the fall of 2005 and became incorporated in December 2009. The project began in the spring of 2007 with the first printing of the Lake Tahoe Bike Trail Map. Since that first publication, the Map has been updated and printed every other year, with distribution spread evenly over each two year period. In this way, the Bike Coalition does not have to raise funds yearly. Over 140,000 maps have been printed and distributed since that time. This project is the 4th map edition with the added widespread targeted distribution and marketing.

- 2. What is the overall attendance (past and future anticipated) of the event/project/organization:** There is no direct attendance with this project, but rather indirect event participation, lodging stays, and retail sales as a result of this project's reach and value. It is certain that 50,000 maps will be fully distributed to target audience, read by at least 2.5 people per map with a campaign reach of over 1,000,000 potential visitors to Lake Tahoe. (This reach and value is extended via online presence, web-site reciprocal networks, social media, and publicity efforts.

- 3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.** No.

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

Revenue for event/project:

1. Funding/Contributions:

Source	Amount
Tahoe Regional Planning Agency/Tahoe Metropolitan Planning Organization (TRPA)	\$3,000.00
Bike the West	\$1,000.00
Tahoe Fund	\$2,500.00
Nevada Bicycle Advisory Board	\$1,000.00
Lake Tahoe Visitors Authority (LTVA)	\$1,500.00
Heavenly Sports	\$500.00
Total:	\$9,500.00

2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

Type	Amount
Additional sponsorship, donations, and grants being sought	10,300.00
Total:	\$10,300.00

Organization:

3. **Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:** Past sponsors include: Vail Resorts ECHO grant program, Lake Tahoe Visitors Authority, Heavenly, Kirkwood, Nevada Commission on Tourism, City of South Lake Tahoe Parks & Recreation Department, League to Save Lake Tahoe, Truckee/North Tahoe Transportation Management Association, Lake Tahoe TV, Olympic Bikes, Bike Habitat, South Shore Bikes, Alta Alpina Cycling Club, Tahoe Area Mountain Biking Association, Truckee/North Tahoe Transportation Management Association, Tahoe Daily Tribune and others to be identified.

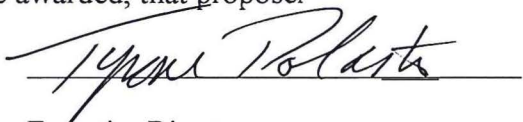
Expenditures

1. **Expenditures for advertising and promotions (should correlate with revenue sources stated above):** FYI: the selling of sponsorship and the request for donations and grants are not revenue/expense specific because that is not an effective business method. For example, we cannot exclusively indicate that El Dorado County is contributing \$5,000 to a specific cost item at the exclusion of other funding sources, and then have El Dorado Country not grant the funds. To make budget, we sometimes have to package small amounts (i.e. \$500 for a bike shop) that would not correlate to a specific cost line item because it falls short of the actual amount. Every expense item is interdependent on the other items to build a viable project that delivers the stated results. If every grantor and/or business wanted to only contribute to the printing expense – then the project would be unable to raise sufficient funds to implement the project. It is a funding pool in which everyone contributes to the project and receives benefit. Since you indicated “should” I will provide the following, however **please keep in mind that those listed as Funded By are contributing a portion of the corresponding Cost item.**

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
Printing, tax, handling, freight 50,000 copes	\$7,500.00	TRPA/TMPO
Advertising	\$2,800.00	Bike The West
Graphic design (map update, ads)	3,500.00	Bike Advisory Board
Research, project management	\$2,500.00	Tahoe Fund
Publicity, Social Media/Ads	\$1,500.00	LTVA
Distribution (325 bike shops, regionally)	\$2,000.00	Heavenly Sports
Total:	\$19,800.00	

SUBMITTAL

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: 

Title: Executive Director

Applicant Organization: Lake Tahoe Bicycle Coalition

Date: August 13, 2013

Return Grant Application No Later than August 16, 2013 at 5:00 PM to:

**Chief Administrative Office
Attn: Economic Development
330 Fair Lane
Placerville, CA 95667**

Organization:

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Bylaws of
LAKE TAHOE BICYCLE COALITION, INC.

Article I

Name and Purposes

The name of the organization shall be Lake Tahoe Bicycle Coalition, Inc. (hereinafter referred to as the "Corporation"). It shall be a non-profit organization incorporated under the laws of the State of Nevada. It is organized exclusively for charitable and educational purposes as allowed under IRC 501(c)(3) to improve conditions for bicyclists and pedestrians at the state and local levels in both Nevada and California, and to promote bicycling as an environmentally friendly, and personally healthful and enjoyable activity.

The primary objectives of the Lake Tahoe Bicycle Coalition, Inc. will be to:

One: Promote improved bicyclist safety through education of both bicyclists and motorists, and by promoting improvements to road conditions and bicycle facilities.

Two: Consult with, advise, encourage and assist local and state agencies in developing and providing improved bicycle facilities and roadway conditions for bicyclists.

Three: Host bicycle safety and education events

Four: Work with citizens around the states of Nevada and California and, in particular, with citizen of communities within the greater Lake Tahoe area to promote "bicycle friendly communities".

Five: Advocate, within the limits allowed by IRC 501(c)(3), for bicycle interests at the state and local levels.

Six: Promote bicycling at the state and local levels for health, fitness, transportation, recreational, and environmental purposes, and for other purposes of general benefit to the general public.

The Corporation may achieve these objectives through all methods not inconsistent with the Not-for-Profit Corporation Laws of the State of Nevada and not inconsistent with IRC 501(c)(3). The name of the Corporation, or the names of any of its officers and directors, shall not be used for any purpose not related to the policies of the Corporation, as determined by the Board of Directors. The Corporation shall be non-commercial, non-sectarian and non-partisan.

Article 2

Members

The Corporation shall have an unlimited number of members. Members are those who have paid dues to the organization as set out by the Board of Directors. The Board may review the dues structure annually. The Corporation shall not discriminate on accepting members. Anyone may become a member of the Lake Tahoe Bicycle Coalition.

Article 3

Board of Directors

Section 1. Powers and Number. The Board of Directors shall have the general power to control and manage the affairs and property of the Corporation in accordance with the purposes and limitations set forth in the Certificate of Incorporation, and the policies set forth in Article 1. The number of directors constituting the entire Board shall consist of no more than twelve directors and no fewer than five directors.

Section 2. Election and Term of Office. The directors shall be elected to hold office for two-year terms; provided, however, that an alternate director elected to fill an unexpired term (whether resulting from the death, resignation or removal of a director to created by an increase in the number of directors) shall hold office until the next election of directors. Directors shall be elected at the annual meeting of the Board of Directors by a vote of a majority of the entire Board. Each director so elected shall continue in office until his or her death, resignation or removal. Directors may be re-elected to a maximum of five consecutive terms, but re-election shall only be upon a showing that each director has met the duties and responsibilities for directors in an exemplary manner.

Section 3. Nominations. The Board of Directors shall consider potential nominees each year proposed by members of the Board, the Corporation's staff, and the members of the Corporation in good standing. The Board of Directors may elect or re-elect some, all, or none of the nominees at the annual meeting of the Board.

Section 4. Alternate Board Members. At the annual meeting, the Board of Directors may appoint a minimum of two and a maximum of five nominees to be "alternate members" of the Board of Directors. Alternate board members are subject to the same eligibility requirements as directors. Upon the death, resignation or removal of a director, the Board of Directors shall appoint an alternate director to fill the unexpired term until the expiration of that term.

Section 4. Removal. Any director may be removed at any time for cause by a vote of two thirds of the entire Board at any regular meeting, or at any special meeting of the Board called for that purpose, provided that at least one week's notice of the proposed action shall have been given to the entire Board of Directors then in office. A director who misses three

consecutive meetings shall be automatically removed, but may be reinstated by a vote of a majority of the entire Board for good cause shown.

Section 5. Resignation. Any director may resign from the Board at any time. Such resignation shall be made in writing or orally to the President, and shall take effect at the time specified therein, and if no time be specified, at the time of its receipt by the President. No resignation shall discharge any accrued obligation or duty of a director.

Section 6. Vacancies and Newly Created Directorships. Any newly created directorships and any vacancies on the Board of Directors arising at any time and from any cause may be filled by an alternate director at any meeting of the Board of Directors by a vote of the majority of the directors then in office, regardless of their number, and the directors so elected shall serve until the next annual meeting.

Section 7. Meetings. Meetings of the Board of Directors may be held at any place within the United States as the Board may from time to time fix, or as shall be specified in the notice or waivers of notice thereof. The annual meeting of the Board shall be held at a time and place fixed by the Board and for this meeting only, a director must be physically present to vote. Other regular meetings of the Board shall be held no fewer than six times during the year. The number of regular meetings for the upcoming year shall be determined by the Board each year at the annual meeting. Special meetings of the Board shall be held whenever called by the President or by a majority of the Board of Directors.

Section 8. Notice of Meetings. Notice of the time and place of each regular, special or annual meeting of the Board, together with a written agenda stating all matters upon which action is proposed to be taken shall be sent by email, facsimile or postal mail to each director at his or her residence or usual place of business (or at such other address as he or she designates), at least seven days before the day on which the meeting is to be held; provided, however, that notice of special meetings to discuss matters requiring prompt action may be given personally or by telephone, no less than forty-eight hours before the time at which such meeting is to be held.

Section 9. Definition of "Meeting." Directors of the Corporation live and work across the breadth of the (state or city). Physically gathering at the same location at the same time can be difficult. Thus, a meeting is defined as any tele-conference or physical gathering of directors, or combination thereof, of which proper notification (as defined above) has been provided, and in which the President plus at least 50% of the rest of the entire Board participate. The exception, per above, is the annual meeting.

Section 10. Quorum and Voting. Unless greater proportion is required by law, 50% of the entire Board shall constitute a quorum for the transaction of regular business or of any specified item of business, other than the removal of a director or employee of the Corporation. The Board shall attempt to resolve questions by consensus. Where a vote is required, only directors participating by telephone or in person may vote.

Section 11. Duties and Responsibilities for Directors. Directors shall be responsible for promoting the purposes of the Corporation set forth in Article 1. Directors shall assist in raising funds for the Corporation, and shall also be actively involved in fulfilling such duties and responsibilities as are determined from time to time by a majority vote of the Board of Directors.

Section 12. Committees of the Board. The Board, by vote of a majority of the entire Board, may establish and appoint a Nominating Committee, and any other standing committees which it deems appropriate. The President shall appoint the Chairperson of each existing committee at the annual meeting for a period of one year. The President shall appoint the Chairperson of any newly-created committee at the time it is established. The President may remove the Chairperson of any Committee at any time. Each Committee so appointed shall consist of two or more directors and shall have the authority delegated to it by vote of the Board, except that committees shall not be granted authority assigned to the entire Board including, but not limited to the following matters:

1. the filling of vacancies on the Board or on any committee;
2. the amendment or repeal of the by-laws or the adoption of new by-laws;
3. the amendment or repeal of any resolution or vote of the Board;
4. the removal of directors or termination of employees

Special committees may be appointed by the President with the consent of the Board and shall have only the powers specifically delegated to them by the Board. Members of the Corporation may be invited by the Chairperson of each Committee to serve on that Committee for one year.

Section 13. Compensation. Other than reasonable reimbursement of necessary expenses actually incurred for the benefit of the Corporation, Directors shall not receive any salary or compensation for their services as directors.

Article 4

Officers, Employees and Agents

Section 1. Officers. The Officers of the Corporation shall be a President, Vice-President, Secretary, and Treasurer. Officers shall be members of the Board of Directors. One person may hold more than one office in the Corporation except that no one person may hold the offices of President and Secretary. No instrument required to be signed by more than one officer may be signed by one person in more than one capacity. The Board of Directors shall have the authority to elect such additional officers as it deems necessary.

Section 2. Election, Term of Office and Removal. At the annual meeting of the Board of Directors, the Nominating Committee shall submit to the Board of Directors names of potential officers for election or re-election. The officers of the Corporation shall be elected for one-year terms at the annual meeting of the Board of Directors. Officers may be re-elected to any number of consecutive terms. Each officer shall assume his or her office immediately after the election, and continue in office until his or her successor shall have been elected and qualified, or his or her death, resignation or removal.

Section 3. Other Employees and Agents. The Board of Directors may from time to time appoint employees and agents it deems necessary. Each will serve at the pleasure of the Board of Directors and shall have such authority and perform such duties as the Board of Directors may determine. No such employee or agent shall be a director of the Corporation. Once an executive director is hired, the executive director shall answer to the Board of Directors and all other employees shall answer to the executive director.

Section 4. Removal. Any officer, employee or agent of the Corporation may be removed with cause by a vote of two-thirds of the entire Board.

Section 5. Vacancies. In case of any vacancy in any office, a successor to fill the unexpected portion of the term may be appointed by the President. Any officer so elected shall hold office scheduled for election of officers, and until his or her successor shall have been elected and qualified. In case a vacancy occurs in the office of the President, the Vice President, shall fill the office of the President until an election can be held at the next regular meeting of the Board of Directors.

Section 6. President: Powers and Duties. The President shall give notice of, and preside at, all meetings of the Board of Directors. The President shall have general supervision over the affairs of the Corporation, and shall keep the Board of Directors fully informed about the activities of the Corporation. He or she shall have the power to sign and execute in the name of the Corporation all contracts authorized either generally or specifically by the board. The President may delegate this authority to other officers or the paid staff with the permission of the board. The President shall also have such other powers and perform such other duties as the Board of Directors may prescribe.

Section 7. Vice President: Powers and Duties. The Vice President shall act as aide to the President and have such other powers and perform such other duties as the Board of Directors may from time to time prescribe. In the absence or inability of the President to act, a Vice President selected by vote of the Board shall perform the duties of the President.

Section 8. Secretary: Powers and Duties. The Secretary shall keep the minutes of the annual meetings of the Board of Directors and perform such other duties as the Board may prescribe.

Section 9. Treasurer: Powers and Duties. The Treasurer shall have general oversight with respect to, and shall approve, the annual budget. The Treasurer shall also retain an independent auditor to conduct audit report, if required by law or requested by the Board of Directors. The Treasurer shall also have oversight responsibility for all financial matters (as the Board of Directors may prescribe). Until the appointment of staff, the Treasurer shall assume the responsibilities detailed in this section. The Treasurer shall have custody of all the funds of the Corporation, and shall keep or cause to be kept complete and accurate accounts of receipts and disbursements of the Corporation, and shall deposit or cause to be deposited all moneys, evidences of indebtedness and other valuable documents of the Corporation in the name and to the credit of the Corporation in such banks or depositories as the Board of Directors may designate. The Treasurer shall at all reasonable times exhibit the books and accounts to any

months prior to the meeting; (2) the principal changes in assets and liabilities during that fiscal period; and (3) the revenues or receipts of the Corporation, both general and restricted to particular purposes, the Corporation, for that fiscal period; and (4) the expenses or disbursements of the Corporation, for both general and restricted purposes, during said fiscal period. The report shall be filed with the minutes of the annual meeting of the Board.

Section 10. Delegation of Powers. To the full extent allowed by law, the Board of Directors may delegate to any employee or agent any powers possessed by the Board of Directors and may prescribe their respective title, terms of office, authorities and duties. The President may delegate to the staff the power to sign and execute alone in the name of the Corporation all contracts authorized generally or specifically by the Board, unless the Board shall specifically require an additional signature.

Section 11. Compensation. The staff and other employees or agents of the Corporation may receive a reasonable salary or other reasonable compensation for services rendered to the Corporation when authorized by a majority vote of the Board of Directors. The officers shall receive no salary or compensation for their services.

Article 5

Contracts, Checks, Bank Accounts And Investments.

Section 1. Checks, Notes and Contracts. The Board of Directors is authorized to select the banks or depositories it deems proper for the funds of the Corporation. The Board of Directors shall determine who shall be authorized in the Corporation's behalf to sign checks, notes, drafts, acceptances, bills of exchange and other orders or obligations for the payment other documents and instruments.

Section 2. Investments. The funds of the Corporation may be retained in whole or in part in cash or be invested and reinvested as the Board of Directors may deem desirable.

Article 6

Office And Books

Section 1. Office. The principle office of the Corporation shall be located in the state capital or city represented. A complete record of the Corporation's financial and programmatic activities as described in Art. 6 Sec. 2. must be available to the public at an office of the Corporation or one of its member groups.

Section 2. Books. There shall be kept at the principal office of the Corporation correct and complete books of account of the activities and transactions of the Corporation; a minute book, which shall contain a copy of the certificate of incorporation, a copy of these by-laws, and all minutes of meetings of the Board of Directors and any committee thereof; and a current list or record containing the names and addresses of all directors and officers of the Corporation.

Article 7

Fiscal Year

The fiscal year of the Corporation shall commence January 1st and end December 31st.

Article 8

Corporate Seal

If the Board of Directors elects to have a corporate seal, the seal of the Corporation shall contain the words " The Lake Tahoe Bicycle Coalition" or similar expression and be of a design approved by the Board of Directors.

Article 9

Indemnification

The Corporation may to the fullest extent now or hereafter permitted by and in accordance with the standards and procedures provided by Not-for-profit Corporation Laws of the State of Nevada and any amendments thereto, indemnify any person made, or threatened to be made, a party to any action or proceeding by reason of the fact that he or she is or was a director, officer, employee or agent of the Corporation, against judgments, fines, penalties, amounts paid in settlement and reasonable expenses, including attorneys' fees. The Corporation is authorized to purchase and maintain insurance for the indemnification of itself, directors and officers.

Article 10

Amendments

These by-laws may be amended or repealed at any meeting of the Board of Directors by a vote of two-thirds of those eligible to vote. Adoption of this set of By-laws completely supersedes all prior By-laws and Amendments.

Article 11

Conflict of Interest Policy

Section 1. Purpose. The purpose of the conflict of interest policy is to protect this tax-exempt organization's (Organization) interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an officer or director of the Organization or might result in a possible excess benefit transaction. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

Section 2. Definitions.

(a) Interested Person

Any director, principal officer, or member of a committee with governing board delegated powers, who has a direct or indirect financial interest, as defined below, is an interested person.

(b) Financial Interest

A person has a financial interest if the person has, directly or indirectly, through business, investment, or family:

1. An ownership or investment interest in any entity with which the Organization has a transaction or arrangement,
2. A compensation arrangement with the Organization or with any entity or individual with which the Organization has a transaction or arrangement, or
3. A potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the Organization is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration as well as gifts or favors that are not insubstantial.

A financial interest is not necessarily a conflict of interest. Under Article III, Section 2, a person who has a financial interest may have a conflict of interest only if the appropriate governing board or committee decides that a conflict of interest exists.

Section 3. Procedures.

(a) Duty to Disclose

In connection with any actual or possible conflict of interest, an interested person must disclose the existence of the financial interest and be given the opportunity to disclose all material facts to the directors and members of committees with governing board delegated powers considering the proposed transaction or arrangement.

(b) Determining Whether a Conflict of Interest Exists

After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the governing board or committee meeting while the determination of a conflict of interest is discussed and voted upon. The remaining board or committee members shall decide if a conflict of interest exists.

(c) Procedures for Addressing the Conflict of Interest

1. An interested person may make a presentation at the governing board or committee meeting, but after the presentation, he/she shall leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.
2. The chairperson of the governing board or committee shall, if appropriate, appoint a disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.
3. After exercising due diligence, the governing board or committee shall determine whether the Organization can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.

4. If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing board or committee shall determine by a majority vote of the disinterested directors whether the transaction or arrangement is in the Organization's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination it shall make its decision as to whether to enter into the transaction or arrangement.
- (d) Violations of the Conflicts of Interest Policy
1. If the governing board or committee has reasonable cause to believe a member has failed to disclose actual or possible conflicts of interest, it shall inform the member of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose.
 2. If, after hearing the member's response and after making further investigation as warranted by the circumstances, the governing board or committee determines the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

Section 4. Records of Proceedings. The minutes of the governing board and all committees with board delegated powers shall contain:

- (a) The names of the persons who disclosed or otherwise were found to have a financial interest in connection with an actual or possible conflict of interest, the nature of the financial interest, any action taken to determine whether a conflict of interest was present, and the governing board's or committee's decision as to whether a conflict of interest in fact existed.
- (b) The names of the persons who were present for discussions and votes relating to the transaction or arrangement, the content of the discussion, including any alternatives to the proposed transaction or arrangement, and a record of any votes taken in connection with the proceedings.

Section 5. Compensation

- (a) A voting member of the governing board who receives compensation, directly or indirectly, from the Organization for services is precluded from voting on matters pertaining to that member's compensation.
- (b) A voting member of any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Organization for services is precluded from voting on matters pertaining to that member's compensation.
- (c) No voting member of the governing board or any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Organization, either individually or collectively, is prohibited from providing information to any committee regarding compensation.

Section 6. Annual Statements. Each director, principal officer and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person:

- (a) Has received a copy of the conflicts of interest policy,
- (b) Has read and understands the policy,
- (c) Has agreed to comply with the policy, and

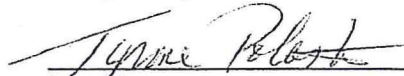
- (d) Understands the Organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes.

Section 7. Periodic Review. To ensure the Organization operates in a manner consistent with charitable purposes and does not engage in activities that could jeopardize its tax-exempt status, periodic reviews shall be conducted. The periodic reviews shall, at a minimum, include the following subjects:

- (a) Whether compensation arrangements and benefits are reasonable, based on competent survey information, and the result of arm's length bargaining.
- (b) Whether partnerships, joint ventures, and arrangements with management organizations conform to the Organization's written policies, are properly recorded, reflect reasonable investment or payments for goods and services, further charitable purposes and do not result in inurement, impermissible private benefit or in an excess benefit transaction.

Section 8. Use of Outside Experts. When conducting the periodic reviews as provided for in Article VII, the Organization may, but need not, use outside advisors. If outside experts are used, their use shall not relieve the governing board of its responsibility for ensuring periodic reviews are conducted.

Adopted by the Board of Directors of Lake Tahoe Bicycle Coalition on 12/15/09.

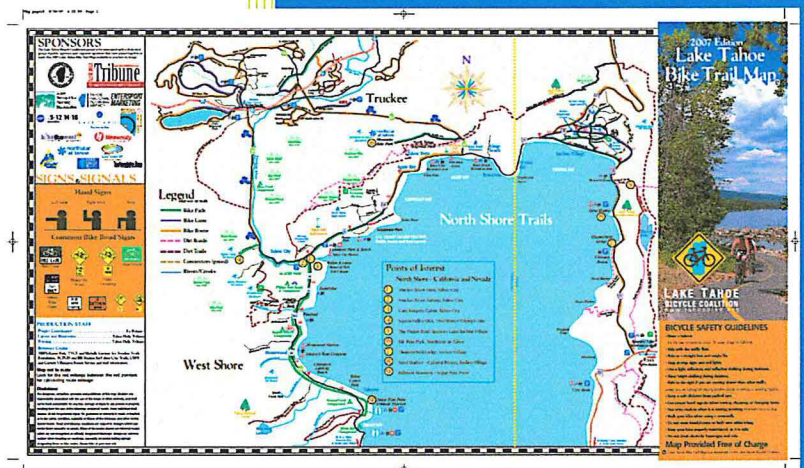


President



Secretary

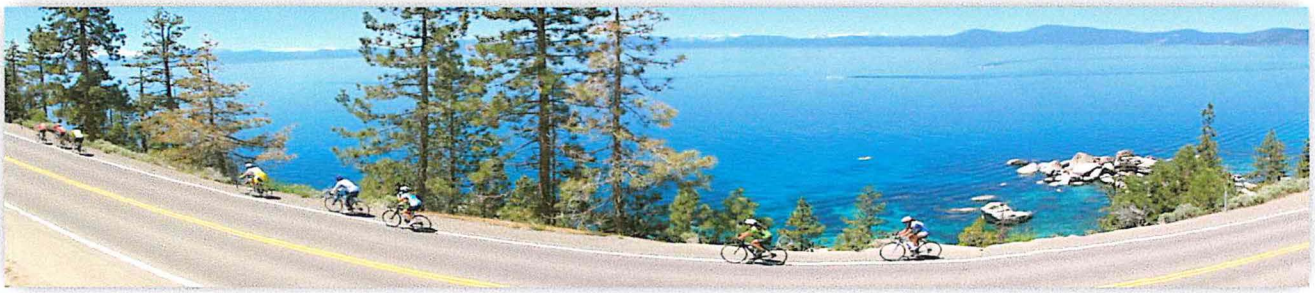
Promoting Cycling Tourism Lake Tahoe Bikeway Map



Ty Polastri

Lake Tahoe Bicycle Coalition

7/29/2013



Background

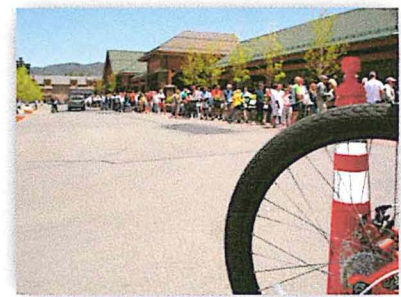
In the fall of 2006, a strategy to promote bicycling in the Tahoe region was formed to include the production of the first printed regional bicycle trail map for public use. And in the spring of 2007, the first edition of the **Lake Tahoe Bike Trail Map** was produced and distributed FREE from charge for the purpose of helping visitors and residents make trail selection decisions while riding in the Tahoe region. Funding for the Map comes from public agencies, organizations, and businesses in the form of grants, donations and sponsorship. The Map is two sided with one side South Shore Trails and the other is North Shore Trails. Its design is laid out to be user-friendly – folded to fit in a pocket and the information easily readable and readily accessible. This comprehensive regional map illustrates all paved bikeways and major mountain bike trails in the region. Additionally, the map locates state parks, beaches, boat ramps, mileage along bikeways, special points of interests, visitor amenities, and describes bicycle safety guidelines. Since then, 140,000 maps have been printed and distributed widely throughout Northern California and Nevada, and the Map name has changed to be more inclusive of all bike facilities -- **Lake Tahoe Bikeway Map**.

The Project – Promoting Cycling Tourism

At the project's core is the highly sought after product, the FREE **Lake Tahoe Bikeway Map**, and its promotion and distribution to very specific target audiences. This project proposal describes the promotional campaign and sponsorship values extended to agencies, organizations and businesses in exchange for funding to help underwrite the Map's updates, printing, promotion, advertising and distribution over the course of two years – May 2014 to September 2015.

Specific Goals

- Update and print 50,000 copies of the Lake Tahoe Bikeway Map by April 2014
- Improve the online Map version's readability and printability on or before early May 2014.
- Distribute 50,000 FREE maps throughout Northern California and Nevada over the course of two cycling seasons, May 2014 to September 2015, and provide an online version that can be downloaded and printed free.



Clear Objectives

- Increase bicycle tourism to the Lake Tahoe region
- Increase sales at retail and overnight stays at lodging
- Build the Tahoe Bike brand and the region's bicycle community
- Increase awareness among regional stakeholders about bicycling value and role in mitigating environmental mandates, stimulating the economy and moving toward sustainability
- Help encourage the building and improving of the Tahoe bicycle trail system (on and off road) to create connectivity and become a world-class bicycle community and destination

Overall Project Strategy

Produce, promote and distribute a highly valued product, the Lake Tahoe Bikeway Map, at no charge, which informs, educates and encourages the target audience to visit, stay and experience bicycling in the Lake Tahoe region.

Marketing

Strategy

Use an integrated media marketing approach that directs the combined media resources of sponsors toward a highly targeted audience and engaging them where they shop, recreate, compete and trust reliable sources of information.

Highly Targeted Audience – Loyal Customers & Trusted Retailers

Loyal Customers

Campaign target consumers are fit, active adults, 18-55 years of age, who enjoy and are passionate about their outdoor activities – bicycling, hiking, kayaking, stand up paddle boarding, and are also interested in environmental issues and community events in the Tahoe region.

Trusted Retailers

Specialty sport retailers, particularly those in highly technological sports like bicycling, snow sports, and water sports, are heavily relied upon by consumers to provide the latest product knowledge, most current technical expertise, and authentic personal experience about specific sporting activities. The specialty sport retailer is a trusted consumer ally and has a strong and loyal customer base. Maps will be distributed to over 325 bike shops



Targeted Advertising – Print & Online

Cycle California! Magazine (CCM), both print and online versions are a reliable and credible resource for the target audience and will be used to reach them. CCM reach spans from Santa Barbara in the South to the Oregon border in the North, and across the Central Valley, Sacramento/San Joaquin Valley, San Francisco Bay Area, and Tahoe/Truckee/Reno/Carson Valley areas. 40,000 magazines are distributed to 825 leading bike, running, sport retailers, health clubs, and cafes, and another it has another 30,000 online magazine subscribers. (see attached demographics)

E-mail Broadcasts – Subscribers & Members

E-mail broadcasts are an important tool for reaching a target audience because they have chosen to be subscribers to receive information about events, offers and activities that can help them make decisions about visiting Lake Tahoe. A network of e-mail broadcasters from tourism authorities, Chambers of Commerce, resorts, nonprofit organizations, and public agencies will help promote the Bike Maps' relevancy to bicycle trip planning and enjoyment, and its availability online and at retail. The combined subscriber base is substantial and it will increase with this project.

Social Media – Fans & Colleagues

Social media, the fastest growing consumer communication vehicle, will integrate into the project's marketing mix to optimize sponsor exposure and engage the target audience with posts and links to the online bike map and visitor friendly project dedicated web sites.

Publicity – Tell the Story

Publicity is an effective way to have a third party report about the Map's value and availability. In 2011, the Map was featured in BIKE Magazine – a national mountain bike magazine. News releases will be prepared and distributed over PRWeb News, a web-based news distribution service with over 4,000 media outlets, and sent to local and regional media outlets.



Map Distribution – Wide Reach & Targeted

Strategy

Maps shall be distributed over the course of two cycling seasons - May through September in 2014 and 2015. In this way, the maps have an extended life to strategically and effectively deliver value to cyclists, sponsors and distributors over the course of two years for one investment. And, it doesn't require annual fundraising for these efforts. However, additional maps may be printed during this period at no additional charge to initial sponsors.

Wide Reach – Highly Active Marketplace

A contracted map distribution service will be used to specifically deliver maps from Monterey to Santa Rosa, San Francisco Bay Area, and the Central, Sacramento/San Joaquin Valleys (Bakersfield to Chico).

Targeted Outlets – Retailers & Special Events

Retailers

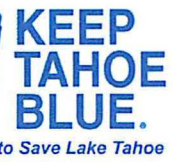
325 leading bicycle retailers throughout Northern California target distribution area along with the leading visitor centers, resorts and Chambers of Commerce in the Tahoe region make up a highly targeted distribution network that is distinguished as a reliable source for the maps.

Bicycle Special Events

Maps will also be distributed at 20+ leading bicycling events in Northern California through the *Cycle California!* event booth. One such special event is one of the country's leading bike events, the Sea Otter Classic in Monterey. It known to kick off the bicycling season in mid April with over 5,000 competitors, 300 industry exhibitors, 50,000 + attendees, and 200 media from around the world.

Online Access

The Map is also converted to a PDF version located on www.TahoeBike.org website for downloading and printing at no charge. The Map is the number one visited page on the web site and that is expected to increase with the new marketing efforts. In 2011, the web site received over 1.5 million hits. There year, the project includes another dedicated web site, www.TahoeBikeChallenge.org.



Sponsorship

Grants, donations and sponsorship are essential and necessary for the successful implementation of this project. Funding is needed to cover the costs of research, graphic design, printing, distribution and marketing to accomplish project goals and objectives. The Funds also make it possible for Maps to be made available at no charge, FREE, to the public. In exchange for financial contribution, agencies, organizations and businesses receive valuable benefits. The number and category of sponsors are limited in number in order to create higher brand visibility and value to each sponsor.

The Map and its marketing outreach efforts integrates well into the mission, mandates and objectives of important public agencies promoting tourism, advancing environmental initiatives and/or aligning a company's brand with the highly targeted fit and active consumer the project reaches. Many of these sponsors have been with the project since its inception in 2006.

Past Donors/Sponsors

Some of the Map's past grantors and sponsors include: Nevada Commission on Tourism, City of South Lake Tahoe Parks & Recreation, Lake Tahoe Visitors Authority, Heavenly Mountain Resort, Tahoe Regional Planning Agency, Tahoe Metropolitan Planning Organization, California Tahoe Conservancy, League to Save Lake Tahoe, Truckee/North Tahoe Transportation Management Association, Nevada Bicycle Advisory Board, and media partners.

General Sponsor Benefits – A Two Year Value

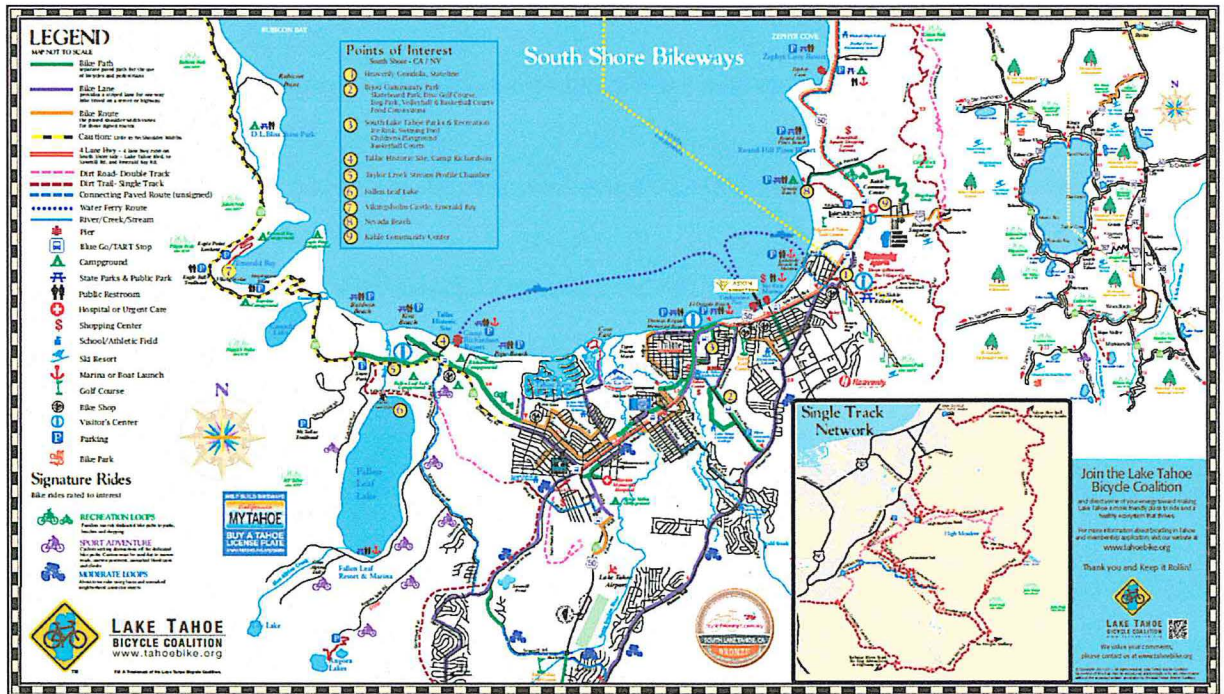
- Sponsor benefits extend for two cycling seasons – May 2014 to September 2015
- Sponsor receives 'first right of refusal' for subsequent map editions – 5th Edition in 2016-2017
- Company name/logo shall appear on 50,000 printed maps located in the highly visible Sponsor section.
- Company name/logo shall appear on 50,000 printed maps near company's physical location (if company has physical location for consumers)
- Company name/logo shall appear on the online map version at two Coalition web sites – www.TahoeBike.org, and www.TahoeBikeChallenge.org
- Company name/logo shall appear on www.TahoeBike.org with a link to company's web-site
- Reciprocal link from your company's web site to www.TahoeBike.org is granted
- Company receives an initial Map inventory for their distribution purposes
- Company receives social media posts about their project participation
- A news release is written and distributed to media regarding your company's Map participation
- When available, sponsor representative may be invited to appear on television or be interviewed on radio to discuss the relevancy of their participation in the project.
- Additional value consideration may be proposed by Sponsor and/or the Bike Coalition

Potential Sponsor Impressions (Millions)

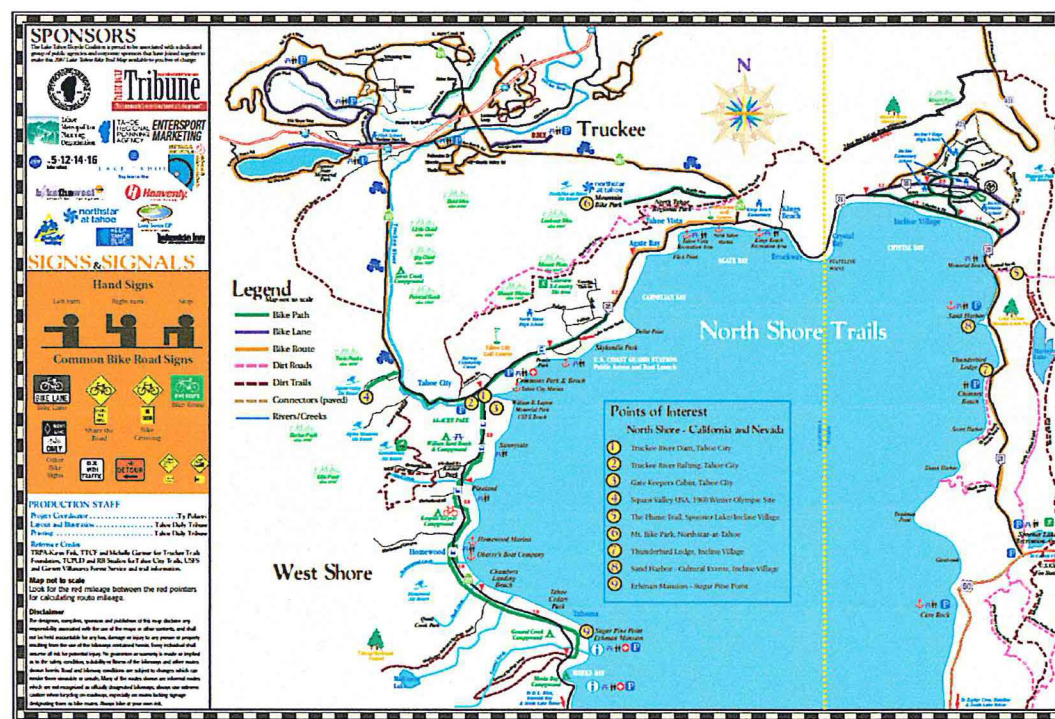
Paid Media	Reach	Impressions
<i>Cycle California Mag Print</i>	40,000 x 2	80,000
<i>Cycle California Online Mag</i>	30,000 (60 days)	
Display Advertising: <i>Cycle California</i>	31,000 @ 2.4 readers x two	150,000
www.cyclecalifornia.com	30,000 x two months	60,000
Non-Paid Media		
Map: Sponsor Section	50,000 maps @ 2.4 readers per map	120,000
Map: Physical location	50,000 maps @ 2.4 readers	120,000
Online Map: Sponsor Section	1.5 million hits x 2 yrs	3 million hits
Online Map: Physical location	1.5 million hits x 2 yrs	3 million hits
Online Listing:	1.5 million hits x 2 yrs	3 million hits
Online link	1.5 million hits x 2 yrs	3 million hits
Reciprocal links	over 80 web sites	
Map Distribution		
Maps	325 bike/sport retailers	
<i>Cycle California Mag</i>	407 bike/sport/running/health clubs, cafes	
Publicity		
<i>PRWeb</i>	4,000 media outlets (national)	
Social Media		
Tahoe Bike Challenge Facebook	927 fans	
Tahoe Bicycle Coalition Facebook	510 fans	
Tahoe South Facebook	106,000 fans	
Tahoe South Twitter	2,500 followers	
Tahoe South Blog post	275,000 page visits monthly	
Others	TBA	
E-mail broadcasts:		
Lake Tahoe Visitors Authority	35,000 subscribers x 2	70,000
North Lake Tahoe Resort Assoc	30,000 subscribers x 2	60,000
<i>Tahoe Bike News</i>	2,000 subscribers x 4 runs (minimum)	8,000
Tahoe Chambers of Commerce	800 x 2	1,600
Sierra Nevada Alliance	n/a	
Tahoe Regional Planning Agency	n/a	
others		

2012-2013 Map

Two-sided, four-color, 14" x 24 1/4", recycle paper stock



Map people 5/14/12 4:30 PM Page 1



2007 Edition
**Lake Tahoe
Bike Trail Map**

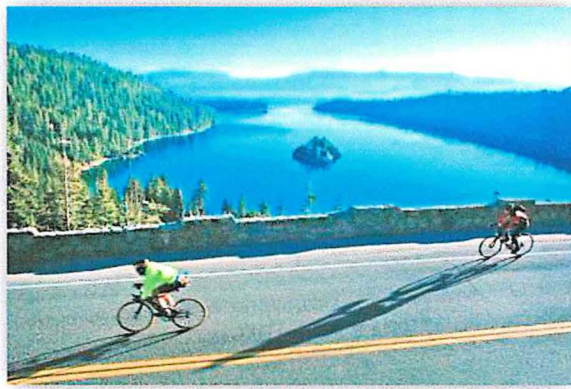
**LAKE TAHOE
BICYCLE COALITION**
www.tahoebike.org

BICYCLE SAFETY GUIDELINES

- Wear a helmet.
- Use proper hand signals when turning, stopping, or changing lanes.
- Obey traffic rules when in a roadway.
- Stop at stop signs and red lights.
- Use a light reflector, and reflective clothing during darkness.
- Wear bright clothing during darkness.
- Ride to the right if you are moving slower than other traffic.
- Keep a safe distance from parked cars.
- Use proper hand signals when turning, stopping, or changing lanes.
- Obey traffic rules when in a roadway.
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- Ride to the right if you are moving slower than other traffic.
- Keep a safe distance from parked cars.

Map Provided Free of Charge

To view the map online visit www.TahoeBike.org



FOR MORE INFORMATION CONTACT

Ty Polastri

415.259.8577 mobile. BikeTahoe@aol.com



Appendix

2013 Facebook Analytics

Facebook/TahoeBikeChallenge

Target Audience reached, men and women, age 13+	69,260
Total reach of Ad Campaign:	55,092
Fans	921 > 909
Friends of Friends	(256,627)

Demographics

Gender

- Liked 60.3% Female 38.8% Male
- Reached 52.5 % Female 46.4% Male

Age Segmentation

- 13-17 2.4%
- 18-24 13.6%
- 25-34 33.8%
- 35-44 22.2%
- 45-54 15.2%
- 55-64 9.1%
- 65+ 3.0%