

Cultural and Community Development Grant Application
FY 2014-15

Event/Project/Organization
for which funds are requested: ALPINE SIERRA TOURS + SHUTTLE SERVICE

Event/Project Location: SOUTH LAKE TAHOE

Name of Organization: ALPINE SIERRA TOURS + SHUTTLE SERVICE

Address of Organization: 2030 E ST #58
S. LAKE TAHOE CA 96150

Website: WWW.ALPINESIERRATOURS@GMAIL.COM

Name of Contact Person: SHANEN RUPPEL

Telephone Number: 530-544-4646

E-mail address: alpinesierratours@gmail.com

Total Amount Requested: 5000.00



Organization: alpine Sierra Tours + Shuttle

1. Briefly describe the event/project/organization for which funds are being requested:

WE ARE A PRIVATE TOUR + SHUTTLE COMPANY. WE PROVIDE MUCH NEEDED CUSTOMIZED PRIVATE DOOR TO DOOR DRIVER/TRANSPORTATION SERVICES. WE PROVIDE AIRPORT, SKI, WEDDING, + PARTY SHUTTLES. WE ALSO PROVIDE TOURS + USE OTHER LOCAL BUSINESSES DURING OUR TOURS. WE MAKE CUSTOMER SATISFACTION OUR #1 PRIORITY.

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 MONEY WILL BE USED TOWARD MARKETING AND OPERATION EXPENSES FOR OUR TOUR CO. THERE IS NO MANAGING BOARD.

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:

WE ARE LOCAL RESIDENTS, OWNERS + OPERATORS OF A SMALL TOUR + SHUTTLE BUSINESS. THE FUND WILL BE USED TO MARKET THE BUSINESS OUTSIDE THE EL DORADO COUNTY/TAHOE AREA + OPERATING COSTS.

4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:

WE ARE A YEAR ROUND TOUR + SHUTTLE CO. PROVIDING MUCH NEEDED PRIVATE + PERSONALIZED SERVICES TO LOCAL + TOURISTS.

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):

AS WELL AS MARKETING TO LOCAL SKI RESORTS, WE MARKET TO THE BAY AREA + OTHER SKI CLUBS AROUND THE UNITED STATES BY PERSONALLY TALKING TO VARIOUS CLUBS LEAVING RACK LITERATURE, MARKETING ON TOURISM WEBSITES AND MAILING LITERATURE

Organization:

Alpine Sierra Tours + Shuttle

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.

WE PROVIDE REFERRALS TO LOCAL RESTAURANTS, LODGING, STORES, SMALL BUSINESSES OUR AROUND THE LAKE TOUR, VIRGINIA CITY TOUR, APPLE HILL WINE TOURS ETC ARE ALL GUIDED. WE PROVIDE HISTORICAL INFORMATION AS WELL AS INFO ON MOUNTAIN LIVING AND HOW TO RESPECT NATURE.

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:

WE ARE CURRENTLY #4 ON TRIP ADVISORS TAHOE ACTIVITIES. WE FOCUS ON A LEVEL OF CUSTOMER SERVICE THAT WILL KEEP TOURISTS COMING BACK YEAR AFTER YEAR. WE WORK WITH OTHER LOCAL BUSINESSES WITH THE SAME GOALS. WE CROSS PROMOTE THEM ON OUR WEBSITE. WE DOCUMENT BUSINESS THROUGH FEDERALLY REQUIRED FORMS.

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:

WE WILL ADD EL DORADO COUNTY TOURISM LINKS TO OUR WEBSITE TO HELP PROMOTE OTHER EVENTS + AREAS THAT WE ARE NOT CURRENTLY INVOLVED IN WE WILL ALSO ADD EL DORADO COUNTY LOGOS TO OUR RACK CARDS + OTHER LITERATURE.

9. Please provide any information on sponsorships for this event/project/organization:

WE HAVE NO OTHER SPONSORS

10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:

WE HAVE NO OTHER SPONSORS. WE HAVE USED GOOD OLD FASHIONED BLOOD, SWEAT + TEARS

Organization: TO GET WHERE WE ARE TODAY, WE³ HAVE ALSO USED OUR OWN RESOURCES WITHOUT THE HELP OF FEDERAL, STATE OR LOCAL BANKS

Alpine Sierra
Tours + Shuttle

HISTORY OF EVENT/PROJECT/ORGANIZATION

- 1. How long has this event/project/organization been in operation:** WE TRANSPORTED OUR 1ST CLIENTS IN FEB 2014. SINCE THEN OUR BUSINESS + REPUTATION HAVE CONTINUED TO GROW. WE HAVE WORKED VERY HARD TO BUILD EXCELLENT RELATIONSHIPS WITH OUR CLIENTS AND LOCAL BUSINESSES. WE ARE ALSO PROVIDING THESE SERVICES LEGALLY. WE HAVE OUR BUSINESS LICENSE, CPUC, DOT, PERMITS. WE ARE WORKING ON GETTING OUR NTA PERMIT. WE COMPLY WITH ALL COUNTY, STATE AND FEDERAL LAWS
- 2. What is the overall attendance (past and future anticipated) of the event/project/organization:** WE ARE AVAILABLE TO CLIENTS ANYTIME OF THE DAY OR NIGHT. WE ARE THERE WHEN SCHEDULED TRANSPORTATION COMPANIES FALL SHORT. WE ARE PROVIDING SERVICE FOR OUR LOCALS AND TOURISTS WHERE PUBLIC TRANSPORTATION + TAXIS FALL SHORT. WE HAVE BEEN BUSY EVEN IN THE SHOULDER SEASON.
- 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.** WE HAVE NEVER RECEIVED ASSISTANCE FROM ANY OTHER AGENCIES. WE INVESTED OUR RETIREMENT + SAVINGS INTO THIS BUSINESS.

Organization: *alpine Sierra Tours
+ Shuttle*

4

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
Total:	

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

Type	Amount
PLEASE SEE ATTACHED MENU OF SERVICES + PRICES.	
Total:	

Organization: *Alpine Sierra Tours
+ Shuttle*

5

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 been confirmed or detailed above:

WE ARE NOT RECEIVING ANY OTHER ASSISTANCE. MY HUSBAND IS A REGIONAL TRUCK DRIVER BASED OUT OF SPARKS NV. HIS JOB MAKES SURE WE CAN PAY OUR PERSONAL BILLS, SO ALL MONEY EARNED THROUGH THE TOUR COMPANY CAN BE USED TO SUSTAIN THE BUSINESS.

Expenditures

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
Total:		

Organization: *Alpine Sierra
Tours + Shuttle*

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:

OWNER

Applicant Organization:

ALPINE SIERRA TOURS AND SHUTTLE SERVICE

Date:

NOV 1, 2014

Organization:

*Alpine Sierra Tours
+ Shuttle*

Submittal Requirements:

This original, signed Grant Application must be submitted by 5:00 p.m. on November 21, 2014, in person or by U.S. mail to El Dorado County, Office of Economic Development, 330 Fair Lane, Placerville, CA 95667. Applications submitted by mail must be received by 5:00 p.m. on November 21, 2014, postmarks by that date are not acceptable.

Any supporting documentation you wish to attach must also be submitted by 5:00 p.m. on November 21, and must be produced on standard letter-size paper (8 ½ x 11) single-sided, with no staples or binding. Paper clips and/or binder clips are acceptable. Submissions in any other size or format will not be accepted. If you wish to submit brochures or maps, they must be produced or copied onto standard letter-size paper.

Community organizations without formal non-profit status who are partnering with a non-profit organization must submit along with their Grant Application a letter from the non-profit organization, signed by the designated signing authority (President or Corporate Secretary) approving the partnership.

Copy of the Entity Status Letter (such as 501(c)(3) determination letter) issued by the Internal Revenue Service (IRS) must be attached to the Grant Application. The Entity Name must match the name of the grant applicant or the grant applicant's partner. If awarded grant funds, the check from the County will be issued to the Entity as named on the IRS Entity Status Letter. If you are partnering with a non-profit organization, the check will be issued to the non-profit organization.

Return Grant Application No Later than November 21, 2014 at 5:00 p.m. to:

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

Organization:

*Alpine Sierra Tours
& Shuttle*

8

14-1250 B 12 of 12
14-1250 2R 8 of 9

Alpine Sierra **TOURS** *and* **SHUTTLE** Service

(530) 544-4646

Tours include lunch, bottled water, snacks & more!

24 hours notice is appreciated

Around the Lake Tour ~ \$65.00 Per Person

Wine Tasting Tours ~ \$75.00 Per Person

Historical Estates Tour ~ \$60.00 Per Person

Cascade Waterfall Hike ~ \$50.00 Per Person

Bodie Ghost Town Tour ~ \$130.00 Per Person

Vikingsholm Castle Tour ~ \$60.00 Per Person
(This is a self guided tour & a strenuous hike)

Virginia City Tour ~ \$80.00 Per Person
(This tour picks up at the Heavenly Transit Center)

All Tours Must Begin or End in California

TCP #32365 DOT #2447658 MC #844733

(530) 544 ~ 4646

Shuttle & Concierge Services

**Local Casino / Club / Restaurant Shuttles ~
\$3.00 - \$8.00 Per Person
Depending on Location**

- Truckee River Rafting Shuttle ~ \$25.00 Per Person
Round Trip – 4 Person Minimum
- Wedding / Bachelor / Bachelorette Shuttles
 - Beach & Marina Shuttles

Airport & Ski Resort Shuttles

- Reno to SLT ~ \$100.00 for (4) \$20.00 each additional rider
- Sacramento ~ \$160.00 for (4) \$25.00 each additional rider
- Reno to Squaw ~ \$75.00 for (4) \$20.00 each additional rider
- Reno to Mammoth ~ \$350.00 for (4) \$25.00 each addtnl. rider
- SLT to Incline Village ~ \$75.00 Per Person One Way
- SLT to Squaw ~ \$100.00 (4) One Way
- SLT to Donner ~ \$140.00 (4) One Way
- NorthStar or Mt Rose ~ \$175.00 Round Trip (4)
- Kirkwood \$75.00 Per Person One Way
- SLT to Carson City ~ \$75.00 (4) \$20.00 each additional rider

*Alpine Sierra
Tours &
Shuttle*