

**Cultural and Community Development Grant Application
FY 2014-15**

Event/Project/Organization
for which funds are requested: "BIKE TAHOE: ONE PLACE / MANY PATHS"

Event/Project Location: LAKE TAHOE w/ high focus on South Tahoe

Name of Organization: TEAM TAHOE

Address of Organization: PO Box 673, Zephyrus Cove, NV 89448

Website: under development - TEAMTAHOE.org / BikeTahoe.org

Name of Contact Person: TY POLASTRI

Telephone Number: 775-586-9566 / 415-259-8577 mobile

E-mail address: TEAMTAHOENOW @ AOL.COM

Total Amount Requested: \$5,000.00

RECEIVED
NOV 21 2014
BY: Jeff King

El Dorado County
Cultural and Community Development Grant Application
FY 2014-2015

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

Funds are being requested to develop, launch and administer a mobile-friendly eco-tourism marketing platform that creates, publishes, measures and makes actionable marketing initiatives by providing reliable information about and encouragement for consumer decision making about bicycle vacation planning in the Tahoe region and selecting the most appropriate bicycle ride for each user.

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.

Ty Polastri, President, Team Tahoe, a 501 c 3 nonprofit corporation is responsible for managing this project. He was the founder/president/executive director of the Lake Tahoe Bicycle Coalition from 2005-2013., and president of Entersport – a sport marketing/promotional firm established in 1984. Steve Noll, Vice President, is a principal of Design Workshop, a leading landscape architecture and community planning firm. Design Workshop designs many of the bike paths in the region and is hired to conceptualize community development plans. Rachel Richards, Treasurer, is a specialist in sales, marketing and data retrieval and management in real estate, banking, credit, and insurance industries.

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.

If awarded, the funds will be used specifically to build and publish the Bike Tahoe website (www.biketahoe.org) with all associated content elements. (see included Mobile-friendly Eco-Tourism Marketing Proposal). One hundred percent (100%) of the funds will go toward this project.

4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded: Project development begins in December of 2014 with a proposed launch date of March 2015. The funds would be immediately used upon receipt.

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 – 25-55 year-old active adults. The target visitors are active adults and families with an interest in outdoor recreation, are educated and environmentally aware, enjoy special events, and are either bicyclists or interested in bicycling. The core demographic is 25-55 years of age, has some college and/or a college degree, and is either in managerial or professional career path.

Outdoor Industry research indicates that the two primary introductory outdoor recreational activities that lead to an outdoor lifestyle are camping and bicycling. And that early adoption of such a lifestyle is introduced by family members.

Significant Marketing//Economic Development Event Coming in May.

North America’s most important professional bicycle race is coming to South Lake Tahoe in May of 2015. The Amgen Tour of California in its 13th year introduces a professional women’s division to premier in South Tahoe May 7-8. This event will attract hundreds of journalists, media professionals, industry leaders, support teams and production personal – all reporting, sharing, staying and spending in. This project, the only one of its kind in the marketplace, will surely be visited, shared and elevated to a national and international audience – showcasing to the Target market the region’s bicycle rides, recreational assets, and lodging options. **This project is poised to channel the international interest generated by the promotional/televised event toward BikeTahoe.org and subsequent bicycle vacation planning to the region.**

A Multi-Channel Approach

The system has four content channels in which consumers can access valued information and resources, and they are: web site, online video, mobile app, and a dedicated business network.

- **Web site.** The “responsive” (adapts to different screen sizes) web site is the home base for all content that includes ride descriptions, maps, videos, and directories for lodging properties, bike shops, along with calendar listings of annual special events. Additional features include live web cams of the area, weather, and galleries to post photographs and videos. (BikeTahoe.org)
- **Online Videos.** Mobile consumers get more information to make a decision from a short video than reading text on a web site or printed brochure. It drives awareness and helps convert visitors into customers. (Posted on the web site and video hosting sites, i.e. YouTube, Vimeo).
- **Mobile App.** The mobile application (app) is another communications content channel providing access to the ride directory for specifically locating a ride and the bicyclist’s position on that ride. Each ride selection provides ride name, distance, elevation and GPS map. Additionally, affiliated businesses will appear near selected rides along with a variety of other features and resources. (Bike Tahoe Rides)

- **Dedicated Business Network.** A business network made up of lodging properties, restaurants, retailers, and resorts who welcome and cater to the needs of bicyclists (i.e. have bicycle racks on site, offer free drinking water, promote use of BikeTahoe.org and Bike Tahoe Rides) will be built and promoted through all channels. (Bike Love Business Network)

Advertising/Promotional Efforts

- **Publicity.** News releases will be sent out to regional, statewide and national endemic media that include bicycling, outdoor adventure, and active tourism.
- **Social Media Ads.** Advertising on Facebook to reach target audience and build loyalty base.
- **Network Reciprocal Links.** Build and connect with network of reciprocal website links with bicycling, adventure sports and tourism.
- **Display ads.** Ads will appear in Cycle California! Magazine – print and online – a west coast publication.

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 builds a leading-edge mobile-friendly eco-tourism marketing platform. Initially, the project leverages the organization’s extensive sport/bicycling marketing experience and collaborative partners to build and refine a sustainable eco-tourism marketing platform for the region. The testing and refinement of this bicycle-centric marketing platform will lead to the targeting of future market segments. There have been great developments in bicycling facilities and other recreational assets in the region and more are planned. However, there is no current recreational portal to inform, excite and guide potential visitors through a decision making process to plan their vacation in the region – this project begins to build this recreational marketing platform.

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:

Objectives:

- Build a mobile-friendly promotional marketing platform to increase public and industry awareness about the wide variety of bicycling facilities and activities in the Tahoe region that can accommodate all user groups.
- Provide a promotional platform for local businesses (retail, lodging, resorts, organizations and agencies) to showcase their product, service and/or mission to a highly targeted consumer.
- Help increase bicycle tourism, overnight lodging stays, and retail sales in the Tahoe region.

- Build a mobile-friendly marketing platform model that can be used for additional target markets (other than bicycling).

Goals:

- Complete phase one of content and marketing platform (web site, and mobile app) on or before March 2015. Complete video production on or before June 2015.
- Publically launch platform and associated publicity April 2015.
- Increase overnight stays and sales at retail

Keys to Success - Customer Knowledge and Platform Responsiveness

Increasingly vital to success of this project is the tracking and gathering of pertinent information about the Platform’s visitors in order to evaluate and understand their interests, behaviors, and lodging patterns. It is equally vital to understand and adapt the platform’s ability to deliver content and engage the visitors’ experience so they come to trust the platform and refer it to their social-friend networks.

Consumer/visitor analytics and research tools are an integral element of the project’s overall strategy for success. The project will track the following: areas and types of rides most frequented and other touch points such as lodging and businesses. Surveys are planned to gather demographic and geographic data as well as tracking the types of lodging choices. We want to know who they are, where they come from, when they visit, how long their visit is, what they are doing while here, and where they are staying.

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 as a project sponsor will receive the following benefits:

- El Dorado County shall receive the designation as “Leader” under sponsor category
- Additional copy will include: “This project was made possible with a grant from El Dorado County”
- Name/logo shall appear on the website’s landing page for a minimum period of two years
- Name/logo shall have a hyper link to the County’s web site
- Name/logo shall appear on the mobile app
- Credit shall be given to the County on the promotional video appearing on the web site and video hosting services (i.e. YouTube, Vimeo)
- A news release will be written and distributed describing the County’s participation
- Social media postings will appear on Facebook mentioning the County’s participation
- Several mentions about the County’s participation will appear in the newsletter/blog
- A County representative will be invited to participate in an interview on local radio/tv to discuss the objectives of grant program or a mutually agreed upon topic.
- Project director will be available for and receptive to additional publicity and promotional efforts suggested by the County.
- Maintain an atmosphere of collaboration and mutual benefit.

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

Please see the enclosed proposal. Sponsorship, advertising and promotional opportunities beyond grantors will be developed and solicited in spring of 2015 and then ongoing. For now, the grantors will receive the highest visibility and most prominent positioning so to bring attention to their participation and not dilute that focus.

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

The funds will be matched in full. The project has already been awarded a matching grant from the Nevada Commission on Tourism in the amount of \$5,000, and a commitment from Entersport in the amount of \$2,500.00

HISTORY OF EVENT/PROJECT/ORGANIZATION

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

This is a new project. Team Tahoe was incorporated in October 2013. However, the founder and leadership of Team Tahoe is by former Founder, President and Executive Director of the Lake Tahoe Bicycle Coalition from 2005 to 2013, in which he developed and lead many successful promotional campaigns, products, and special events in the region-receiving national and regional recognition and awards.

2. What is the overall attendance (past and future anticipated) of the event/project/organization?

The project does not provide the mechanism to track live attendance. There is no 800 hot line reservation center to track incoming interests. However, the project will be utilizing and evaluating analytics generated from the web site, social media and mobile app platforms. Additionally, marketing surveys will be utilized to gather valuable visitor data. These analytics will be assembled, evaluated and presented as an Impact Summary in the Fall of 2015

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, funds have not been received for this project in the past.

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
NEVADA COMMISSION ON TOURISM	\$5,000.00
ENTERSPORT	\$2,500.00
Total:	7,500.00

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

Type	Amount
N/A	0
Total:	0

Organization:

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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:

- BIKE THE WEST \$500-\$1000
- SOUTH SHORE BIKES - \$500
- SHORELINE SPORTS - \$500
- TAHOE ORTHOPEDICS & SPORTS MEDICINE - \$500
- LAKE TAHOE BICYCLE COALITION - PUBLICITY, SOCIAL MEDIA
- LAKE TAHOE VISITORS AUTHORITY - PUBLICITY, SOCIAL MEDIA
- TAHOE MTN BIKE ASSOC. SOCIAL MEDIA
- OTHERS TBA

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>
Website build, SEO	\$5,000.00	ELDOC/NCOT
VIDEO PRODUCTION	\$3,000.00	ELDOC/NCOT
MOBILE APP DVLPMT	\$2,500.00	ENTERSPORT
FACEBOOK ADS	\$1,000.00	ELDOC/NCOT
CYCLE CALIF'NAG ADS	\$1,000.00	ELDOC/NCOT
PUBLICITY	\$6,500.00	
Total:	\$14,000.00	

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: OCT 27 2014

TEAM TAHOE
PO BOX 673
ZEPHYR COVE, NV 89448-0673

Employer Identification Number:
46-3926547
DLN:
26053683001814
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
October 25, 2013
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 5436

TEAM TAHOE

Sincerely,

A handwritten signature in cursive script that reads "Thomas Rippeida".

Director, Exempt Organizations

Letter 5436

Bylaws of
TEAM TAHOE

Article I

Name and Purposes

The name of the organization shall be Team Tahoe (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 the environmental and social conditions of the region at the state and local levels in both Nevada and California, and to promote the development of educational programs and special events that encourages best practices for healthy and sustainable communities, environments, and economies.

The primary objectives of the Team Tahoe will be to:

One: Promote eco-friendly awareness and responsibility of both regional residents and visiting tourists.

Two: Consult with, advise, encourage and assist local and state agencies, organizations and businesses in developing, adopting and promoting eco-friendly programs.

Three: Host eco-friendly programs 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 "eco-friendly communities".

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

Six: Promote eco-friendly activities at the state and local levels for improved environmental conditions, public stewardship, human-powered recreational activities, 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 Team Tahoe.

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 five directors and no fewer than three 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 5. 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 two 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 6. 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 7. 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 8. 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 9. 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 10. 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 11. 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. However, in the event an urgent vote is needed, and not all the required Board members can attend in person or by telephone, the Board may elect with 100% Board approval, to use an e-mail to vote on a specific issue that has been duly described prior to the vote.

Section 12. 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 by a majority vote of the Board of Directors.

Section 13. 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 14. 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 officer or director of the Corporation, and shall perform all such other duties as the Board may from time to time prescribe. At the annual meeting of the Board of Directors, the Treasurer or

staff so designated by the board shall present a report showing in appropriate detail: (1) the assets and liabilities of the Corporation as of a twelve month fiscal period terminating not more than six 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 " Team Tahoe" 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.

Article 12

Dissolution

Upon the dissolution of this organization, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose.

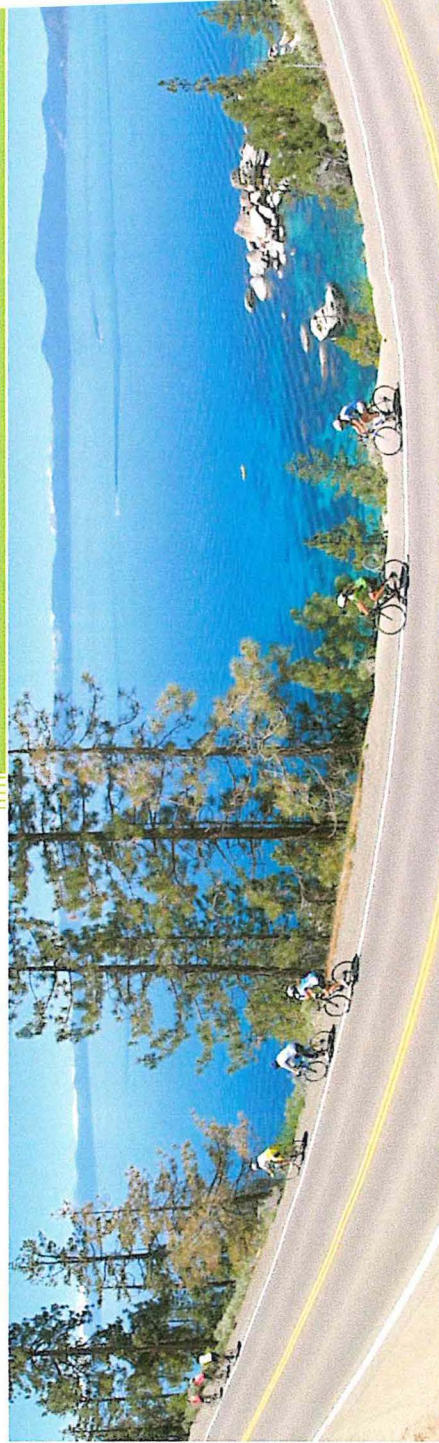
Adopted by the Board of Directors of Team Tahoe on 9/11/2014

T. Polastro
President

Rachel Richards
Secretary

2014

Mobile-friendly Eco-Tourism Marketing



Tyrone Polastri

TEAM TAHOE

9/9/2014



BIKE TAHOE

One Place. Many Paths.™

*Developed by
Ty Polastri*

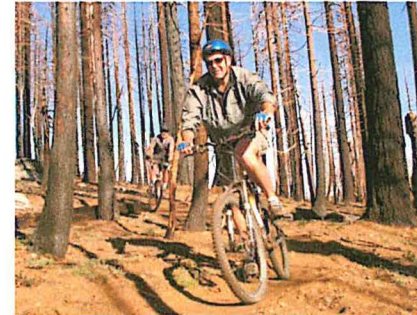
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Concept A mobile-friendly eco-tourism marketing platform that creates, publishes, measures and makes actionable marketing initiatives by providing reliable information about and encouragement for relevant consumer decision making about bicycle vacation planning and selecting the most appropriate bicycle ride for each user.

Background

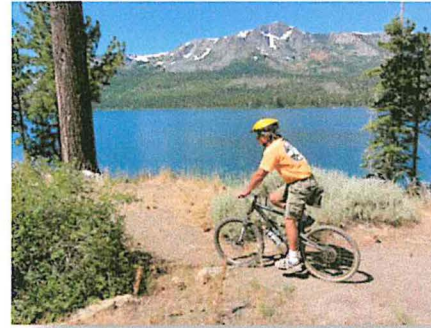
- **Started in 2010** as a printed tourist guide project, **“The Ultimate Tahoe Bicycling Guide”**.
- **Ongoing content development**
 - GPS (global positioning satellite) mapping of regional bike rides,
 - Photography of bicyclists and ride locations,
 - Development of bike ride rating system (i.e. Ski Resorts’ Green, Blue, Black trail designations)’
 - Documenting each ride’s historical significance (Washoe, Pony Express, Emigrates, Lincoln Hwy, etc.)
- **Social Media and Mobility Marketing Research**
 - 4.5 billion Mobility users worldwide with a projection of 50% of mobile data traffic by 2019 (source: Ericcson Mobility Report, June 2014).
 - In U.S., 40% of population using hand-held mobile devices for accessing email, social engagement and playing games to mention a few uses.
 - By the end of 2011, 825 million Facebook users and more than half of them log into their network daily.
 - 250 million Tweets a day on Tweeter.



- “Crowdsourcing” emerges as new consumer product research mode. (consumers using their trusted social media friend networks to research and make purchase decisions over traditional searching for product information)
- 102 billion apps will be downloaded in 2013, 91% free, but will generate over US\$26 billion (source: Gartner)
- More mobile subscribers used apps than browsed the web on their devices (source: ComScore)
- Marissa Mayer, Yahoo CEO and former Google co-founder, recently hired 100 engineers to specifically develop mobile apps due to the high download volumes in games, medical, maps and other useful applications.

- **Online Video Marketing**

- Mobile Internet viewing continues to soar and, as reported by MediaPost, accounting for 19%, up from 11% a year ago, of all Internet traffic and is expected to grow at an annual rate of 81% -- driven largely by online video content.
- Nearly 24 million U.S. consumers with a smart phone watch video content on their mobile device each month, and it is estimated that by 2016, that figure will skyrocket to over 110 million (according to eMarketers’ Report).
- According to Insivia, a one minute of video is equal to 1.8 million words, and adding a face and voice to your company’s message drastically increases the chance that a consumer will spend more time on your site getting to know what is being offered. Insivia, 90% of users state that watching an online product video is helpful in the decision to buy.



- **Strategic Re-Direction**

As a result of robust content development, rapidly changing technological trends, and consumer behavior adopting those trends, the project strategy has changed.

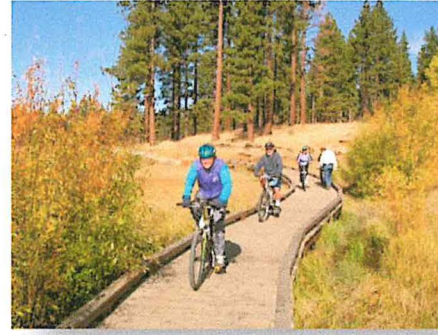
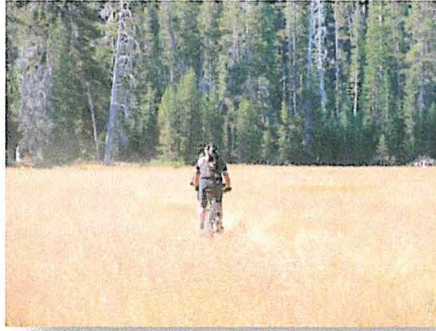
New Strategic Direction

Objectives:

1. Build a mobile-friendly promotional marketing platform to increase public and industry awareness about the wide variety of bicycling facilities and activities in the Tahoe region that can accommodate all user groups.
2. Provide a promotional platform for local businesses (retail, lodging, resorts, organizations and agencies) to showcase their product, service and/or mission to a highly targeted consumer.
3. Help increase bicycle tourism, overnight lodging stays, and retail sales in the Tahoe region.

Goals:

1. Complete phase one of content and marketing platform (web site, video production, and mobile app) on or before March 2015.
2. Complete Beta test of content, platform and make refinements on or before April 2015.
3. Publically launch platform and associated publicity April 2015.



Project Strategy – Mobile Consumer Engagement

The project strategy is to build and administer a trusted multi-channel social content platform that rides the growing reliance on and use of mobile devices to engage consumers, prompt their sharing within their social network, and deliver relevant content to aid in their vacation planning decisions.

A Multi-Channel Approach

The system has four content channels in which consumers can access valued information and resources, and they are: web site, online video, mobile app, and a dedicated business network.

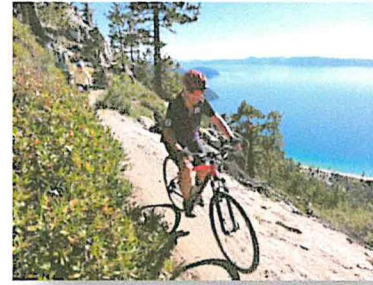
- **Web site.** The “responsive” (adapts to different screen sizes) web site is the home base for all content that includes ride descriptions, maps, videos, and directories for lodging properties, bike shops, along with calendar listings of annual special events. Additional features include live web cams of the area, weather, and galleries to post photographs and videos. (BikeTahoe.org)
- **Online Videos.** Mobile consumers get more information to make a decision from a short video than reading text on a web site or printed brochure. It drives awareness and helps convert visitors into customers. (Posted on the web site and video hosting sites, i.e. YouTube, Vimeo).



- **Mobile App.** The mobile application (app) is another communications content channel providing access to the ride directory for specifically locating a ride and the bicyclist's position on that ride. Each ride selection provides ride name, distance, elevation and GPS map. Additionally, affiliated businesses will appear near selected rides along with a variety of other features and resources. (Bike Tahoe Rides)
- **Dedicated Business Network.** A business network made up of lodging properties, restaurants, retailers, and resorts who welcome and cater to the needs of bicyclists (i.e. have bicycle racks on site, offer free drinking water, promote use of BikeTahoe.org and Bike Tahoe Rides) will be built and promoted through all channels. (Bike Love Business Network)

Heart of the Platform

- **Relevant Content.** The heart of the platform is the content described as Bike Tahoe. Bike Tahoe is divided by two geographical regions -- South and North Tahoe. Within each of these two regions are specific market areas that are known as economic centers offering lodging, food and beverage, shopping, entertainment, and/or unique recreational and historical attributes. (See Appendix: A. South Shore Economic Centers is a sample for this region)



- **Economic Center Segmentation.** Each market center has a list of bike rides that are further segmented by the three primary riding activities: Leisure Bicycling, Mountain Biking and Road Cycling. Each area has its own dedicated map locating the rides for easy reference. (See Appendix: B Stateline Rides CA/NV as a sample for this economic center)
- **Ride Profiles.** Each bike ride has a descriptive profile that consists of the following template:
 - Ride name:** XYZ **Distance:** 0.0 miles **Elevation gain:** 1,000 ft.
 - Difficulty rating:** Green, Blue, Black (Easy and flat to extremely challenging)
 - Trailhead:** GPS location and directions
 - Ride Description:** features, terrain, special interests
 - Historical significance:** Native Americans, pioneers, gold and silver rush, emigrants, Pony Express, etc.
- **Ride Rating System.** A Bike Tahoe Ride Rating System is based in part by combining descriptions used by the International Mountain Biking Association, the National Ski Areas Association, and local rider knowledge. This system rates each ride by describing its terrain features, technical skills needed and distance. Much like ski resorts, a green bike ride is associated with more level terrain not requiring high level of technical skills to negotiate rocks or steepness, while blue rating has some rocky terrain and steepness, and black and double black rating requires a high level of technical skills and fitness for high altitudes and distances.

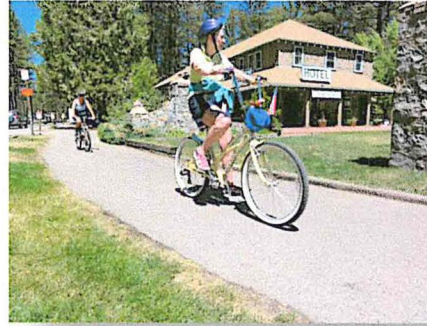


- **Resource Directories.** Additional resources are provided to assist the visitor in their vacation planning and those include but are not limited to: Business Network directory, Lodging directory, Bike shop directory, Events calendar, and How to Bike Tahoe Video Series.
- **Image Galleries.** Adding fun and community building, visitors will be able to upload and post their photos and videos.
- **Blog/Newsletter.** Keeping the public informed about people, places, events, and special offers will be an important tool for fostering connection and loyal customers making returning visits and sharing their Bike Tahoe experience with family and friends.

Target Visitor – 25-55 Active Adults

The target visitors are active adults and families with an interest in outdoor recreation, are educated and environmentally aware, enjoy special events, and are either bicyclists or interested in bicycling. The core demographic is 25-55 years of age, has some college and/or a college degree, and is either in managerial or professional career path.

Outdoor Industry research indicates that the two primary introductory outdoor recreational activities that lead to an outdoor lifestyle are camping and bicycling. And that early adoption is introduced by family members.



Marketing Strategy – Trusted Engagement

The marketing strategy combines integrated digital media with a trusted collaborative network of social media platforms, opted-in professional organizations, business networks, reciprocal affinity links, targeted paid media and publicity.

Keys to Success - Customer Knowledge and Platform Responsiveness

Increasingly vital to success is the tracking and gathering of pertinent information about the Platform's visitors in order to evaluate and understand their interests, behaviors, and lodging patterns. It is equally vital to understand and adapt the platform's ability to deliver content and engage the visitors' experience so they come to trust the platform and refer it to their social-friend networks.

Consumer/visitor analytics and research tools are an integral element of the project's overall strategy for success. We will track the following: areas and types of rides most frequented and other touch points such as lodging and businesses. Surveys are planned to gather demographic and geographic data as well as tracking the types of lodging choices. We want to know who they are, where they come from, when they visit, how long their visit is, what they are doing while here, and where they are staying.



Results from these research tools will help guide the systems responsive to continually develop and deliver relevant content and provide valuable data for planned marketing/promotional offers and opportunities in the future, both business-to-consumer and business-to-business.

Thank you for your time in reviewing this plan.

For more information and ways to participate

Contact Ty Polastri

TeamTahoeNow@aol.com

415.259.8577 mobile/ 775.586.9566 office

PO Box 673/Zephyr Cove, NV 89448

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Appendix: A – South Shore Economic Centers

Stateline Area:	Kingsbury Grade and Ski Run Blvd. area rides
The “Y” Area:	Camp Richardson area (Valhalla, beaches, Fallen Leaf Lake) and Lake Tahoe Blvd.
Meyers Area:	Corral Loop and Luther Pass areas
California Alps:	Alpine County area (Carson Pass, Monitor Pass, Ebbetts Pass)
Carson Valley Area:	Diamond Valley and Carson Valley areas (Woodfords and Genoa)



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Appendix: B – Stateline Area Rides CA/NV

(Please note the following ride list is incomplete and is subject to change. It is provided for content sampling purposes only)

Leisure Bicycling (Bike paths may include Bike Route connector streets)

1. **Roundhill Bike Path (Pony Express Bikeway)**
2. **Linear Park**
3. **South Tahoe Bikeway**
4. **Ski Run Blvd.**

Mountain Biking Rides

5. **Lam Watah**
6. **Pony Express**
7. **KK**
8. **Van Sickle Connector Loop**
9. **Star Lake**
10. **The Bench**
11. **Power Line**
12. **Cold Creek**
13. **High Meadows**

Road Cycling Rides

14. **Pioneer Out/Back**
15. **South Tahoe Loop**