

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

Event/Project/Organization for which funds are requested: Valhalla Art, Music & Theatre Festival

Event/Project Location: Tallac Historic Site, near South Lake Tahoe, El Dorado County, CA

Name of Organization: Valhalla Tahoe

Address of Organization: 3379 Warr Road

South Lake Tahoe, CA 96150

775-450-0290

Website: valhallatahoe.com

Name of Contact Person: Stephanie Grigsby

Telephone Number: 775-450-0290

E-mail address: sgrigsby@designworkshop.com

Total Amount Requested: \$5000

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

The Valhalla Art, Music and Theatre Festival is a unique celebration of music, theatre and the visual arts. The festival is set against the magnificent backdrop of Lake Tahoe and the Tallac Historic Site. Now in its 34th year, it is produced by Valhalla Tahoe. The Festival begins in June/July with over 60 events and activities that continue throughout August & September. Events occur in the Boathouse Theatre, the Valhalla Grand Hall and on the Grand Lawn. The 401(c)3 non-profit group Valhalla Tahoe (Valhalla) annually produces the Festival to provide cultural arts to members of the Lake Tahoe community, visitors and surrounding areas. Valhalla also is charged with maintenance and restoration at the Tallac Historic Site on the South Shore of Lake Tahoe. The non-profit group focuses on providing cultural enrichment opportunities through art, music and theatre to community members and visitors while enhancing the experience through exposure and protection of the historic facilities at the Tallac Historic site.

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 funding request is made to help fund the Valhalla Art, Music & Theatre festival. A festival director organizes and runs the festival with an assistant to help with ticketing and coordination of volunteers. Sound and light technicians provide technical services as needed. An administrative director oversees finances and overall staff direction. The Valhalla board is comprised of 13 members with an executive committee board that includes the board president, vice-president, treasurer and secretary. Board members are residents of the South Lake Tahoe/Stateline area and represent a wide range of interests, including events, cultural & historic preservation, education, finance, arts and marketing. Valhalla Tahoe's mission mission is to **provide cultural arts** to the greater Lake Tahoe community, visitors and surrounding areas, as well as **assist with the restoration at the Tallac Historic Site** on the South Shore of Lake Tahoe. Bylaw are included.

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:

One hundred percent of the funds will be used for Festival marketing. The basis of the marketing plan is twofold: 1) branding and awareness and 2) communicating, educating, and influencing the target segments to attend the Festival. The Valhalla Festival logo/website is used on all messaging, with the goal of increasing awareness for the Festival. Local and regional media are invited to attend performances, and the Festival works with a PR specialist for regional outreach during the summer months. By branding the Festival to both the local community and targeted segments, Valhalla can create awareness and interest, with the end goal of driving increased visits to ValhallaTahoe.com, and ultimately ticket purchase. A portion of the proceeds are then able to be redirected towards care of the historic site through the Granger Thye program of the US Forest Service.

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

The Festival will occur Summer of 2015 with funds being expended prior, during and after the Festival as the final artists are booked and marketing is conducted.

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

Over half of our visitors are from out of town (Sacramento area, Bay area, San Diego and Reno/Carson). We will market through our email database, social networking and regional radio.

- Radio: advertisement on local and regional stations such as Sacramento KKSF Talk 910
- Newspaper: weekly articles in Tribune and/or Action with 1/2 page ad; full page ad in Mountain News and Entertainer.
- Tahoe Guide: banners & listings on events and activities page. Lake Tahoe News: banner listings.
- Festival program. Social media targeted plan focusing on more efficient digital buys including paid search and Facebook ads.

Organization: Valhalla Tahoe

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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.

The Festival highlights the historic Tallac site and draws thousands of visitors from the greater region to stay in the Tahoe area. It fills a special need for Tahoe – a place where families can enjoy diverse, high-quality entertainment outside of a casino and in a historic setting. It provides artists and performers opportunities to share their talents and create a sense of community pride for the historic lake-side site, as the Heller Estate is listed on the National Registry. Marketing of the Festival has led to increased attendance, thereby allowing Valhalla to reinvest proceeds into the maintenance of the historic site. Planned projects include re-siding of the Grand Hall, replacement of posts, and structural improvements to allow the site to be enjoyed by the community for generations to come. Unlike other historic sites around the Lake, the Festival allows the historic site to be open to the public and used for both special events and community gatherings.

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 anticipate more than 10,000 hotel/motel nights to be generated by out-of-area visitors from the event. We hope to increase our exposure and attendance at all events by 10% from 2014. Valhalla is increasing its ability to track attendees digitally. Currently, attendance is reported via sales and experience is reported by surveys conducted at the events. The Lake Tahoe Visitors Authority (LTVA) estimates that each visitor to the region spends an average of \$775 per person for the duration of their stay. Based on 2014's attendance and the goal for 2015, we anticipate approximately 4,300 event attendees. If over half of the attendees are from out-of-town, that totals approximately \$1,666,250 in economic impact.

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:

The El Dorado County seal will be included on all printed promotional materials, including posters, rack-cards, flyers and advertisements. It will also be included on our webpage and Facebook page.

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

We actively solicit sponsorships from the local Chamber and lodging facilities. We have developed a sponsorship program for lodging facilities to help house artists and performers in return for being promoted to our "preferred" recommendation list for wedding parties and recognition in event programs.

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

Full match will be provided either from a LTVA, Nevada Arts Council or NCOT grant or from Valhalla Tahoe, including in-kind services, memberships, rental proceeds, etc.

HISTORY OF EVENT/PROJECT/ORGANIZATION

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

Valhalla Tahoe, formerly named the Tallac Association, was formed in 1979 to assist the US Forest Service in restoring the three estates on the Tallac Historic Site and developing the site as a historic center while sponsoring and producing the Valhalla Art, Music & Theatre Festival.

The Festival is now in its 34th year.

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

The site draws over 100,000 visitors each summer as the program appeals to all ages. Program elements range from art and photo exhibitions, arts education, art demonstrations, artists in residency, theatrical performances and an array of concerts, including Grammy award winning artists.

We typically have over 8,500 people attending the arts, theatre and music events, many of which are provided free to the public. Events are held in the historic Boathouse and in the Grand Hall. Music and theatre event attendance in 2014 was about 3900. We hope to increase that by 10% for 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.

Funds were received in 2014 from the Cultural and Community Development program for the Arts, Music and Theatre Festival. \$5000 were received for the 2014 program which fiscal year just ended. The Post-Event Report is attached.

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
In-kind Services	\$1,500
Grants (includes pending & current requests)	\$10,000
Total:	\$11,500

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

Type	Amount
Admissions	\$3000
Grand Hall Rental Earnings	\$6000
Total:	\$9000

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:**

We receive in-kind assistance from current and previous Board Members and other members of Valhalla Tahoe. This includes marketing, graphic design and social media assistance.

We have applied for grant funding through the Nevada Commission on Tourism and the Lake Tahoe Visitors Authority. Award of the funds has not currently been identified. We also apply for funding from the US Bank community grant program and received \$5000 to be used towards administrative and operations expenses.

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>
Media Marketing (radio, social, print)	\$10,865	(Grant requests, including current request)
Marketing management	\$7,860	In-kind and site rental revenue
Print marketing (photography, posters, rack cards)	\$1,775	In-kind, & ticket sales
Total:	\$20,500	

Specifically, the Cultural and Community Development Grant Funding Would be Used for the following expenses:

Marketing

Radio Ads	\$2,500
Social Media/Internet Ad	\$1,400
Media Production	\$1,100

Total Grant Amount Requested \$5,000

See attached for full marketing budget.

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: President-elect

Applicant Organization: Valhalla Tahoe

Date: November 20, 2014

Tallac Association Budget
Oct 2014- Sept 2015

	*Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015	July 2015	Aug 2015	Sept 2015	Totals
Ordinary Income/Expense													
Income													
Donations													
Non Specific	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6000.00
Specific													0.00
Donations - Other													0.00
Total Donations	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6000.00
GT Commission on Art Sales													0.00
GT Event Income													0.00
Boathouse Events								1000.00	3000.00	15000.00	1500.00		20500.00
Holiday Faire Event		4000.00											4000.00
Holiday Gala Event													0.00
Vahalla Events													0.00
GT Event Income - Other													0.00
Total GT Event Income	0.00	4000.00	0.00	0.00	0.00	0.00	0.00	1000.00	3000.00	15000.00	1500.00	0.00	24500.00
GT Miscell Income									1000.00	1000.00	1000.00		3000.00
GT NonRefundable Wedding Deposit													0.00
GT Rental Inc- Weddings	21400.00	8000.00	0.00				3150.00	11700.00	45100.00	9200.00	32650.00	40100.00	171300.00
GT Store Sales													0.00
Non GT Income													0.00
Fundraiser Events Offsite			2000.00						30000.00				32000.00
Grants				4000.00		4000.00					4000.00		12000.00
Membership Fees	500.00	500.00	500.00	500.00	500.00	1000.00	1000.00	500.00					5000.00
Chair Rental									500.00	500.00	500.00	500.00	2000.00
T-Shirt Sales													0.00
Food & Beverage Sales										2500.00	1000.00	1000.00	4500.00
Cost of Goods Sold- F & B Sales											(600.00)	(600.00)	(1200.00)
Total Non GT Income	500.00	500.00	2500.00	4500.00	500.00	5000.00	1000.00	500.00	30500.00	3000.00	900.00	4900.00	54300.00
Total Income	22400.00	13000.00	3000.00	5000.00	1000.00	5500.00	4650.00	13700.00	80100.00	28700.00	36550.00	45500.00	259100.00
Gross Profit	22400.00	13000.00	3000.00	5000.00	1000.00	5500.00	4650.00	13700.00	80100.00	28700.00	36550.00	45500.00	259100.00
Expense													0.00
Acctng Fees	100.00	750.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1850.00
Administration													0.00
Advertising													0.00
Advertising Contracted Services								3000.00	1000.00	560.00		993.00	5553.00
Community Outreach							275.00						275.00
Media Production							0.00	1500.00	750.00	300.00	200.00		2750.00
Print Advertising							800.00	2285.00	750.00	250.00			4085.00
Radio Publicity										1980.00	105.00		2085.00
Social Media (includes Website)	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	360.00
TV Publicity			0.00										0.00
Internet Advertising						500.00				1857.25	1255.93	240.00	3853.18
Total Advertising	30.00	30.00	30.00	30.00	30.00	530.00	1105.00	5315.00	2530.00	3947.25	3815.93	1568.00	18961.18
Bank Service Charges	0.00	0.00	0.00	0.00	30.00	30.00	30.00	30.00	230.00	30.00	30.00	30.00	440.00
Cleaning Supplies							600.00		250.00	250.00	900.00	200.00	2200.00
Computer Repair													0.00
Concessions Expense													0.00
Credit Card Fees	234.88	51.32	30.00	60.00	2.48	162.62	35.65	122.76	122.89	908.39	251.43	100.00	2082.42
Dues	0.00	0.00	0.00	230.00	50.00	205.00		200.00	525.00	0.00	0.00	0.00	1210.00
Event Expense	130.65	187.00	1226.88	260.39		76.39		3716.38	12715.87	1200.00	525.00	471.99	20510.55
Event special													0.00
FS Permit fees	3210.00	1800.00	0.00	0.00	0.00	0.00	472.50	1905.00	7215.00	3630.00	5122.50	6015.00	29370.00
Gas													0.00
Liability Insurance	975.00	975.00	975.00	975.00	975.00	975.00				2000.00	975.00	975.00	9800.00
Interest expense													0.00
Legal Fees													0.00
License/Permits-Fees	75.00		0.00	0.00	0.00	0.00	200.00		1200.00	510.00	50.00	100.00	2135.00
Maintenance													0.00
Buildings	250.00	100.00	200.00	100.00	0.00	0.00	350.00	200.00	0.00	400.00	250.00	250.00	2100.00
Grounds	1000.00	0.00	0.00	0.00	0.00	0.00	1000.00	1500.00	1500.00	1500.00	1500.00	1500.00	9500.00
Trash	650.00	850.00	1050.00	500.00	0.00	0.00	0.00	250.00	1000.00	1000.00	1000.00	1000.00	7300.00
Repairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	250.00	500.00	500.00	1500.00
Total Maintenance	1900.00	950.00	1250.00	600.00	0.00	0.00	1350.00	1950.00	2750.00	3150.00	3250.00	3250.00	20400.00
Meals & Enterta	50.00	50.00	50.00				50.00	50.00	50.00	50.00	50.00	50.00	450.00
Office Supplies	150.00	150.00	150.00	150.00		75.00	500.00	100.00	250.00	150.00	500.00	250.00	2425.00
Operating Suppl	625.00	100.00	0.00	0.00	0.00	0.00	350.00	350.00	1000.00	500.00	500.00	500.00	3925.00
Payroll Various Exp													0.00
Payroll Expenses	763.50	714.00	1206.00	1042.50	1020.00	1020.00	1329.00	1741.50	1830.00	1939.50	1938.00	1740.00	16284.00
Payroll Salaries & Wages	5090.00	4760.00	8040.00	6950.00	6800.00	6800.00	8860.00	11610.00	12200.00	12930.00	12920.00	11600.00	108560.00
Payroll Workers Comp Insurance	84.57	534.25	0.00	0.00		430.93	0.00	534.25	0.00	0.00	0.00	5000.00	6584.00
Total Payroll Various Exp	5863.50	5568.57	9780.25	7992.50	7820.00	8250.93	10189.00	13885.75	14030.00	14869.50	14858.00	18340.00	131428.00
Performances & Events													0.00
Performances & Event Exp													0.00
Performances & Events - Other													0.00
Total Performances & Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Performer Contracts Exp													0.00
Promotional Items													0.00
Postage	150.00	75.00	0.00	55.00	50.00	0.00	75.00	50.00	100.00	50.00	50.00	0.00	655.00
Printing	300.00	30.00	0.00	0.00	0.00	0.00	175.00	1300.00	100.00	100.00	0.00	0.00	2005.00
Security	0.00	0.00	75.00	96.00	0.00	75.00	96.00	105.00	200.00	96.00	100.00	100.00	943.00
Telephone	150.00	150.00	150.00	50.00	50.00	50.00	150.00	150.00	150.00	150.00	150.00	150.00	1500.00
Training													0.00
Utilities													0.00
Electric	275.00	275.00	400.00	1000.00	450.00	450.00	400.00	200.00	200.00	250.00	300.00	400.00	4600.00
Propane	100.00	850.00	2000.00	1000.00			2000.00	1500.00	0.00	85.00			8285.00
Sewer			235.00			235.00			235.00			235.00	940.00
Total Utilities	375.00	1125.00	2635.00	2000.00	450.00	685.00	2400.00	1700.00	435.00	335.00	300.00	1385.00	13825.00
Web Site										535.00			535.00
Total Expense	14309.03	11981.89	16452.13	12598.89	9557.48	11214.94	17878.15	31029.89	43953.76	32561.14	31527.86	33584.99	266650.15
Net Ordinary Income	8090.97	1018.11	(13452.13)	(7598.89)	(8557.48)	(5714.94)	(13228.15)	(17329.89)	36146.24	(3861.14)	5022.14	11915.01	(7550.15)
Other Income/Expense													0.00
Other Income													0.00

Tallac Association Budget
Oct 2014- Sept 2015

	*Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015	July 2015	Aug 2015	Sept 2015	Totals
Investment Income													0.00
Total Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	8090.97	1018.11	(13452.13)	(7598.89)	(8557.48)	(5714.94)	(13228.15)	(17329.89)	36146.24	(3861.14)	5022.14	11915.01	(7550.15)

Net Cash Flow	8090.97	1018.11	(13452.13)	(7598.89)	(8557.48)	(5714.94)	(13228.15)	(17329.89)	36146.24	(3861.14)	5022.14	11915.01	(7550.15)
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VALHALLA SUMMER FESTIVAL MEDIA/MARKETING PLAN 2015

2015 GOALS:

1. Generate increased awareness for the Valhalla Arts & Music Festival in order to increase **ticket sales** and event attendance.
2. Continue to increase website traffic (overall visitors) and exposure to memberships & festival information
3. Increase our exposure on social media & our social awareness
4. Continue to brand Valhalla Tahoe's Summer Festival for recognition
5. Explore more regional markets (Reno & Sacramento) to increase visitors

MEDIA	COST
Radio Sacramento Sacramento KKSF Talk 910 Radio	\$ 5,500
Facebook	\$ 1,400
Youtube Pre-roll (target Lake Tahoe searches)	\$ -
Tahoe Guide	\$ 50
Mountain News	\$ 500
Entertainer	\$ -
Sierra Nevada Media Group	\$ 2,000
Tahoestbest, virtualtahoe (Bizx, LLC)	\$ 300
Lake Tahoe News	\$ 750
Shakespeare Festival	
Summers Tribune 1/2 page	\$ 365
MISCELLANEOUS	
Photography	\$ -
Printing Posters and Cards	\$ 1,275
Certified Folder Display rack distribution	\$ 500
Rich Hodge: concierge rack & event flyer distribution	2 SEASON PASSES
MANAGEMENT	
Design & Production (Robert Stelson)	\$ 1,400
Public Relations Management (Tracy Owen-Chapman)	\$ 2,700
Marketing Management (Diana Evans)	\$ 3,000
Radio Copy	\$ 260
Logo Design (3)	\$ 500
SUBTOTAL	\$ 20,500

FREE/IN-KIND MARKETING & GRASS ROOTS EFFORTS BY STAFF

LTVA email blast & calendar	
Chamber of Commer eblast	
Campground Flyers	
Daily Facebook Posts and Facebook Contest	
Weekly Database Email Blasts with upcoming schedule	
TOTAL	\$ 20,500

WISHLIST

Google Display Ads (target South Lake Tahoe keywords)	\$ 600
Website SEO	\$ 3,500

6:24 PM
 11/20/14
 Cash Basis

**Valhalla Tahoe
 Profit & Loss
 October 2013 through September 2014**

	Oct '13 - Sep 14
Ordinary Income/Expense	
Income	
Donations - Cash	
Non Specific	2,583.92
Total Donations - Cash	2,583.92
Food-Bvge Sales	5,037.00
GT Event Income	
Holiday Faire Event	3,836.84
Total GT Event Income	3,836.84
GT Events Boathouse Theatre	
Alan Trio Band	544.11
Anna Helwing	748.32
Beaucoup Chapaux	183.60
Charlie & the Chocolate Factory	1,116.00
Gatsby Murder Mystery Dinner	2,306.37
Joe Craven's One Man Joe Show	120.80
Joni Morris	1,501.53
Laurie Lewis & Tom Rozum	1,312.15
Make Art Your Business	0.00
Men of Worth	1,273.53
Native American Arts Festival	1,000.00
Paige Anderson & Fearless Kin	347.64
Ray Bonneville	1,360.40
Season Passes	175.00
Servant & Two Masters	2,347.57
Tahoe Improv Players	2,434.89
Tahoe Writers Workshop	-1,268.00
Tribute to Johnny Cash	243.00
Wild & Scenic Film Festival	352.96
Total GT Events Boathouse Theatre	16,099.87
GT Rental Inc - Other	3,950.00
GT Rental Inc - Weddings	178,500.00
Non GT Income	
August Osage County	3,930.74
Chair Rental	850.00
Fundraiser Events Offsite	1,200.00
Grants	13,000.00

6:24 PM
11/20/14
Cash Basis

Valhalla Tahoe
Profit & Loss
October 2013 through September 2014

	<u>Oct '13 - Sep 14</u>
Membership Fees	2,370.00
Renaissance Faire 2014	39,209.74
Total Non GT Income	<u>60,560.48</u>
Total Income	<u>270,568.11</u>
Gross Profit	270,568.11
Expense	
Advertising	
Advertising Contracted Services	2,700.00
Internet Advertising	8,885.62
Media Production	2,566.00
Print Advertising	3,602.00
Radio Publicity	5,500.00
Social Media	1,485.40
Total Advertising	<u>24,739.02</u>
Bank Service Charges	129.38
Cleaning	325.00
Cleaning supplies	998.81
Computer Repairs	90.00
Concessions Expense	1,473.83
Credit Card Fees	1,900.99
December Gala	1,924.28
Dues/Memberships	295.00
Event Expense- Ren Faire 2014	23,791.59
Event Expense - Best Christmas	2,528.48
FS Permit fees	
FS Permit GT Expense offset	30,477.11
Total FS Permit fees	<u>30,477.11</u>
Liability Insurance	8,961.20
License/Permits-Fees	1,987.18
Maintenance	
Buildings	2,699.76
Grounds	10,352.98
Repairs & Services	4,647.79
Service	2,197.30
Trash	8,495.04
Total Maintenance	<u>28,392.87</u>
Meals & Enterta	883.25
Miscellaneous	1,393.29
Office Equipment	120.29
Office Supplies	3,268.29
Operating Supplies	4,488.48

6:24 PM
11/20/14
Cash Basis

Valhalla Tahoe
Profit & Loss
October 2013 through September 2014

	<u>Oct '13 - Sep 14</u>
Payroll Various Exp	
Payroll Expenses	11,907.69
Payroll Salaries & Wages	78,548.45
Payroll Workers Comp Insurance	3,625.30
	<hr/>
Total Payroll Various Exp	94,081.44
Performances & Events	
Performances & Event Exp	2,590.00
	<hr/>
Total Performances & Events	2,590.00
Petty Cash	100.00
Postage	641.98
Printing	768.51
Professional Fees	8,865.00
Security	829.50
Telephone	
Phone	2,469.49
	<hr/>
Total Telephone	2,469.49
Utilities	
Electric	5,870.55
Propane	11,501.84
Sewer	694.56
	<hr/>
Total Utilities	18,066.95
Web Site	497.88
4000 · Reconciliation Discrepancies	2,370.96
	<hr/>
Total Expense	269,450.05
	<hr/>
Net Ordinary Income	1,118.06
Other Income/Expense	
Other Income	
Investment Income	9.08
	<hr/>
Total Other Income	9.08
	<hr/>
Net Other Income	9.08
	<hr/>
Net Income	<u><u>1,127.14</u></u>

**FIRST SET OF AMENDMENTS TO BYLAWS OF
TAHOE TALLAC ASSOCIATION
A Non Profit Corporation**

ARTICLE III. MEETINGS OF MEMBERS

Date and Time

3.02 The members shall meet annually on the 15th of June or on such other date in the month of June as the President shall determine, for the purpose of transacting proper business, including the election of Directors for such terms as are hereinafter fixed. If the day fixed for the regular meeting falls on a legal holiday, such meeting shall be held on the next succeeding business day.

Special Meetings

3.02 Special meetings of members shall be called by the Board of Directors or the President of the Corporation and held at such place within the State of California as is fixed in the herein above for regular meetings of the members, or at such times and places within or without the State of California as may be ordered by resolution of the Board of Directors. Where the purpose of the meeting is the removal of Directors and the election of their replacements, or the election of directors to fill vacancies, five (5) percent or more of the members of the Corporation may call special meetings for such purpose.

Inspectors of Elections

Section 3.12 This section, together with its various sub-parts, is deleted.

ARTICLE IV. DIRECTORS

Qualifications

Section 4.02.

The Directors shall be dues paying members of the Corporation.

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Nomination of Directors

Section 4.04

Any person qualified to be a Director under these Bylaws may be nominated by the method of nomination authorized by the Board or by any other method authorized by law. At least 30, but not more than 60, days before the annual meeting, the Executive Committee shall nominate qualified persons for election to the Board of Directors.

ARTICLE V. OFFICERS

Number and Titles

Section 5.01

The officers of the Corporation shall be a President, a Vice President, a Secretary, and a Chief Financial Officer whose title is Treasurer, and such other officers with such titles and duties as may be necessary to the efficient conduct of Corporation business. Any number of offices may be held by the same person, except that neither the Secretary nor the Treasurer may serve concurrently as the President. The President is the general manager and chief executive officer of the Corporation.

ARTICLE VII GENERAL CORPORATE BUSINESS

Executive Committee

Section 7.02

The business of the Corporation may be conducted through an Executive Committee. The Executive Committee shall be composed of the President, Vice President, Secretary, Treasurer and such Directors as may be appointed by the President. The Executive Committee shall have all the authority of the full Board of Directors except as the Executive Committee may be restricted thereby. Executive Committee meetings shall be open to all members of the Corporation. The Executive Committee shall meet at such times and places as may be designated by the President. Notice of meetings of the Executive Committee shall be given at the home or place of business of the members of the Executive Committee by the President, Vice President, Secretary or their agent. A quorum of the Executive Committee shall be required at all times for the conduct of business. A quorum shall be not less than five (5) natural persons.

CERTIFICATE OF SECRETARY OF TAHOE TALLAC ASSOCIATION.

a Non Profit Corporation duly organized under the Laws of California and Nevada.

I hereby certify that I am the duly elected and acting Secretary of the Tahoe Tallac Association, a non profit corporation duly organized under the laws of California and Nevada, and that the foregoing amendments to the Bylaws of the Corporation consisting of 3 pages were enacted by Resolution duly made by the Board of Directors of the Tahoe Tallac Association at the meeting of the Board this _____ day of _____ 2004.

Secretary, Tahoe Tallac Association

CERTIFICATE OF PRESIDENT OF TAHOE TALLAC ASSOCIATION,

a Non Profit Corporation duly organized under the Laws of California and Nevada.

I hereby certify that I am the duly elected and acting President of the Tahoe Tallac Association, a non profit corporation duly organized under the laws of California and Nevada, and that the duly elected and acting Secretary of the Corporation is _____ and that this certification is executed this _____ day of _____ 2004.

President, Tahoe Tallac Association

BYLAWS OF
TAHOE TALLAC ASSOCIATION

ARTICLE I. OFFICES

Principal Office

Section 1.01. The principal office of the Corporation for its transaction of business is located in the City of South Lake Tahoe, County of El Dorado, California, located at McGonagle House, Tallac Site, Highway 89, South Lake Tahoe, California.

Change of Address

Section 1.02. The Board of Directors is hereby granted full power and authority to change the principal office of the Corporation from one location to another in the County of El Dorado, California. Any such change shall be noted by the Secretary of these Bylaws, but shall not be considered an amendment of these Bylaws.

ARTICLE II. MEMBERS

Classification of Members

Section 2.01. The Corporation shall have one class of members only and each member shall have equal voting and other rights. No person shall hold more than one membership in the Corporation.

Eligibility for Membership

Section 2.02. Any person, as defined in Section 5065 of the Corporations Code, is eligible to be a member of the Corporation.

Qualification of Members

Section 2.03. Any person, eligible for membership under Section 2.02 of these Bylaws, is qualified for membership only after such person has satisfied such qualification as the Board

of Directors may from time to time establish.

Admission to Membership

Section 2.04. Any person, eligible for membership under Section 2.02 of these Bylaws and qualified for membership under Section 2.03 of these Bylaws, shall be admitted to membership only on the approval of the Board of Directors or Membership Committee duly authorized, by resolution, to admit members of an application submitted by such person in such form and in such manner as shall be prescribed by the Board of Directors and on the payment of the application fee as hereinafter specified.

Application Fee

Section 2.05. There shall be a fee in such amount as may be determined from time to time by resolution of the Board of Directors charged for, and payable with, the application for membership. Such application fee shall be nonrefundable.

Dues

Section 2.06. The annual dues payable to the Corporation by members shall be in such amounts as shall be determined by resolution of the Board of Directors. Dues shall be payable for the first year on admission to membership and annually thereafter at such time or times as may be fixed by the Board of Directors. A member, on learning of the amount of dues determined by the Board of Directors and the time or times of payment fixed by the Board of Directors, may avoid liability for the dues by promptly resigning from membership, except where the member is, by contract or otherwise, liable for the dues. The Board of Directors may consider such factors as age and income status in the establishment of application fees and dues to be paid prior to admission to membership status.

Assessments

Section 2.07. Memberships shall be nonassessable.

Number of Members

Section 2.08. There shall be no limit on the number of members the Corporation may admit.

Transferability of Membership

Section 2.09. Neither the membership in the Corporation nor any rights in the membership may be transferred or assigned for value or otherwise.

Membership Book

Section 2.10. The Corporation shall keep in written form or in any form capable of being converted into written form a membership book containing the name, address, phone number and post office box of each member. The book shall also contain the fact of termination and the date on which such membership ceased. Such book shall be kept at the principal office of the Corporation and shall be subject to the rights of inspection required by law and as set forth herein. *file*

Inspection Rights of Members

Demand

Section 2.11. (a) Subject to the Corporation's right to set aside a demand for inspection pursuant to Section 6331 of the Corporations Code and the power of the court to limit inspection rights pursuant to Section 6332 of the Corporation's Code, and unless the Corporation provides a reasonable alternative as permitted by Section 2.11(c) of these Bylaws, a member satisfying the qualifications set forth hereinafter may do either or both of the following:

(1) Inspect and copy the record of all the members' names, addresses, and voting rights, at reasonable

times, on five (5) business days' prior written demand on the Corporation which demand shall state the purpose for which the inspection rights are requested; or

(2) Obtain from the Secretary of the Corporation, on written demand and tender of a reasonable charge, a list of the names, addresses, and voting rights of those members entitled to vote for the election of Directors, as of the most recent record date for which it has been compiled or as of the date of demand. The demand shall state the purpose for which the list is requested. The membership list shall be available on or before the later of ten (10) business days after the demand is received or after the date specified therein as the date as of which the list is to be compiled.

Members Permitted to Exercise Rights of Inspection

(b) The rights of inspection set forth in Section 2.11(a) of these Bylaws may be exercised by the following:

(1) Any member, for a purpose reasonably related to such person's interest as a member;

(2) The authorized number of members for a purpose reasonably related to the members' interest as members.

Alternative Method of Achieving Purpose

(c) The Corporation may, within ten (10) business days after receiving a demand pursuant to Section 2.11(a) of these Bylaws, deliver to the person or persons making the demand a written offer of an alternative method of achieving the purpose identified in said demand without providing access to or a copy of the membership list. An alternative method which reasonably and in a timely manner accomplishes the proper purpose set forth in a demand made pursuant to Section 2.11(a) of these Bylaws shall be deemed reasonable; unless within a reasonable time after acceptance of the offer, the Corporation fails to do those things which it

offered to do. Any rejection of the offer shall be in writing and shall indicate the reasons the alternative proposed by the Corporation does not meet the proper purpose of the demand made pursuant to Section 2.11(a) of these Bylaws.

Nonliability of Members

Section 2.12. A member of the Corporation shall not solely, because of such membership, be personally liable for the debts, obligations, or liabilities of the Corporation.

Termination of Membership

Section 2.13. (a) The membership and all rights of membership shall automatically terminate on the occurrence of any of the following causes:

- (1) The voluntary resignation of a member;
- (2) Where a membership is issued for a period of time, the expiration of such period of time;
- (3) The death of a member;
- (4) The dissolution of corporate members; and
- (5) The nonpayment of dues subject to the limitations set forth in hereinafter.

Nonpayment of Dues

(b) The membership of any member who fails to pay his or her dues when due and within thirty (30) days thereafter shall automatically terminate at the end of such thirty (30) day period, provided such member was given a fifteen (15) days' prior written notice of the termination stating the reasons therefor and the timely opportunity to be heard on the matter of the termination. Notice that annual dues are payable and that membership rights shall terminate thirty (30) days after the said due date shall be sufficient compliance with the notice requirement hereinabove. The notice shall be given personally to such member or sent by first class mail to the last address of such member as shown on the records of the Corporation.

Effect of Termination

(c) All rights of a member in the Corporation and in its property shall cease on the termination of such member's membership. Termination shall not relieve the member from any obligation for charges incurred, services or benefits actually rendered, dues or fees, arising from contract or otherwise. The Corporation shall retain the right to enforce any such obligation or obtain damages for its breach.

ARTICLE III. MEETINGS OF MEMBERS

Place

Section 3.01. Meetings of members shall be held at the principal office of the Corporation or at such location within the State of California as may be designated from time to time by resolution of the Board of Directors.

Date and Time

Section 3.02. The members shall meet annually on the _____ beginning with the year 1982, at 7:00 p.m., for the purpose of transacting such proper business as may come before the meeting, including the election of Directors for such terms as are hereinafter fixed. If the election shall not occur at any such meeting of the members or without a meeting by written ballot pursuant to these Bylaws the Board shall, or five (5) percent of the members may, cause the election of Directors to be held at a special meeting of members called and held as soon as it is reasonably possible after the adjournment of the regular meeting of the members. If the day fixed for the regular meeting of members falls on a legal holiday, such meeting shall be held at the same hour and place on the next succeeding business day.

Special Meetings

Section 3.03. Special meetings of members shall be called by the Board of Directors or the President of the Corporation and held at such place within the State of California as is fixed hereinabove for regular meetings of the members, or at such times and places within the State of California as may be ordered by resolution of the Board of Directors. Where the purpose of the special meeting is the removal of Directors and the election of their replacements, five (5) percent or more of the members of the Corporation may call special meetings for such purpose.

Notice of Meetings

Section 3.04. Written notice of every meeting of members shall be either personally delivered or mailed by first-class United States mail, postage prepaid, 30 days before the date of the meeting to each member who on the record date for notice of the meeting is entitled to vote thereat. In the event given by mail or other means of written communication, the notice shall be addressed to the member at the address of such member appearing on the books of the Corporation or at the address given by the member to the Corporation for the purpose of notice. Where no such address appears or is given, notice shall be given at the principal office of the Corporation or by publication in any newspaper of general circulation in the county in which the principal office of the Corporation is located. The Secretary of the Corporation shall execute an affidavit of the giving of the notice of the meeting of members. In the case of a specially called meeting of members, notice that a meeting will be held at a time requested by the person or persons calling the meeting not less than thirty-five (35) days nor more than ninety (90) days after receipt of the written request from such person or persons by the President

of the Corporation shall be sent to the members forthwith and in any event within twenty (20) days after the request was received.

When a members' meeting is adjourned to another time or place, and if the adjournment is for more than forty-five (45) days or if after the adjournment a new record date is fixed for the adjourned meeting, a notice of the adjourned meeting shall be given to each member of record entitled to vote at the meeting.

Contents of Notice

Section 3.05. The notice shall state the place, date, and time of the meeting. In the case of regular meetings, the notice shall state those matters which the Board of Directors, at the time the notice is given, intends to present for action by the members. The notice of any meeting at which Directors are to be elected shall include the names of all those who are nominees at the time the notice is given to the members.

Waivers, Consents, and Approvals

Section 3.06. The transactions of any meeting of members, however called and noticed, and wherever held, shall be as valid as though had at a meeting duly held after regular call and notice, if a quorum is present either in person or by proxy, and if, either before or after the meeting, each of the persons entitled to vote but not present in person or by proxy, signs a written waiver of notice, a consent to the holding of the meeting, or an approval of the minutes of the meeting. All such waivers, consents, and approvals shall be filed with the corporate records or made a part of the minutes of the meeting.

Quorum

Section 3.07. A quorum at any meeting of members shall consist of twenty (20) percent of the voting power, repre-

sented in person or by proxy. For purposes of this Bylaw, "voting power" means the power to vote for the election of Directors at the time any determination of voting power is made and does not include the right to vote on the happening of some condition or event which has not yet occurred.

Loss of Quorum

Section 3.08. The members present at a duly called or held meeting at which a quorum is present may continue to transact business until adjournment notwithstanding the withdrawal of enough members to leave less than a quorum, if such action taken, other than adjournment, is approved by at least a majority of members required to constitute a quorum.

Adjournment for Lack of Quorum

Section 3.09. In the absence of a quorum, any meeting of members may be adjourned from time to time by the vote of a majority of the votes represented either in person or by proxy, but no other business may be transacted except as provided in Section 3.08 of these Bylaws.

Voting of Membership

One Vote Per Member

Section 3.10. (a) Each member is entitled to one vote on each matter submitted to a vote of the members.

Indivisible Interest in Single Memberships

(b) Single memberships in which two or more persons have an indivisible interest shall be voted as set forth in Section 3.10(c) of these Bylaws relating to the voting of memberships in two or more names.

Memberships in Two or More Names

(c) Where a membership stands of record in the names of two or more persons, whether fiduciaries, members of a

partnership, joint tenants, tenants in common, husband and wife as community property, tenants by the entirety, or otherwise, or if two or more persons (including proxyholders) have the same fiduciary relationship respecting the same membership, unless the Secretary of the Corporation is given written notice to the contrary and is furnished with a copy of the instrument or order appointing them or creating the relationship wherein it is so provided, their acts with respect to voting shall have the following effect: if only one member votes, such act shall bind all members; and if more than one member vote, the act of the majority so voting shall bind all members.

Record Date of Membership

(d) The record date for the purpose of determining the members entitled to vote at and to notice of any meeting of members is forty-five (45) days before the date of the meeting of members. The record date for the purpose of determining the members entitled to exercise any rights in respect to any other lawful action is forty-five (45) days prior to such other action.

Cumulative Voting

(e) Cumulative voting shall not be authorized for the election of directors or for any other purpose.

Conduct of Meetings

Chairman

Section 3.11. (a) The President of the Corporation or Vice President or, in his or her absence, any other person chosen by a majority of the voting members present in person or by proxy shall be Chairman of and shall preside over the meetings of the members.

Secretary of Meetings

(b) The Secretary of the Corporation shall act as the

secretary of all meetings of members; provided that in his or her absence, the Chairman of the meetings of members shall appoint another person to act as secretary of the meetings.

Rules of Order

(c) Sturgis Standard Code of Parliamentary Procedure, as may be amended from time to time, shall govern the meetings of members insofar as such rules are not inconsistent with or in conflict with these Bylaws, the Articles of Incorporation of this Corporation, the law, or rules governing agenda, motions and related matters adopted by the Board of Directors of the Corporation.

Inspectors of Election

Appointment

Section 3.12. (a) In advance of any meeting of members, the Board may appoint any persons, other than candidates for office, as inspectors of election to act at the meeting and any adjournment thereof. If the inspectors of election are not so appointed, or if any person so appointed fail to appear or refuse to act, the Chairman of any meeting may, and on request of any member or member's proxy must, appoint inspectors of election at the meeting. The number of inspectors shall be either one (1) or three (3). If appointed at a meeting on the request of one or more members or proxies, the majority of members represented in person or by proxy shall determine whether one (1) or three (3) inspectors are to be appointed.

Duties

(b) The inspectors of election shall perform the following duties:

(1) Determine the number of voting memberships outstanding and the voting power of each, the number repre-

mented at the meeting, the existence of a quorum, and the authenticity, validity, and effect of proxies;

- (2) Receive votes, ballots or consents;
- (3) Hear and determine all challenges and questions in any way arising in connection with the right to vote;
- (4) Count and tabulate all votes and consents;
- (5) Determine when the polls shall close;
- (6) Determine the result; and
- (7) Do such acts as may be proper to conduct the election or vote with fairness to all members.

The Inspectors shall perform their duties impartially, in good faith, to the best of their ability and as expeditiously as is practical.

Vote of Inspectors

(c) If there are three (3) inspectors of election, the decision, act, or certificate of a majority is effective in all respects as the decision, act or certificate of all.

Record and Certificate

(d) On request of the Chairman or any member or member's proxy, the inspectors of election shall make a report in writing concerning the performance of their duties and execute a certificate of any fact found by them. Any report or certificate made by the inspectors shall be prima facie evidence of the facts stated therein.

ARTICLE IV. DIRECTORS

Number

Section 4.01. The Corporation shall have not less than nine (9) nor more than twenty-one (21) Directors and this number shall be fixed from time to time within the limits specified in this Bylaw by an amendment to this Bylaw duly adopted by approval of the members.

Qualifications

Section 4.02. The Directors of the Corporation shall be residents of the geographical area commonly known as the Lake Tahoe Basin. With the exception of the initial Directors, the Directors shall also be members of the Corporation.

Terms of Office

Section 4.03. The term of office of each Director shall be one year or the unexpired portion thereof. In the event a Director is removed or ceases to act then and in that event his successor shall be elected for the unexpired balance of the term.

Nomination

Section 4.04. Any person qualified to be a Director under these Bylaws may be nominated by the method of nomination authorized by the Board or by any other method authorized by law. The date for close of nominations for the Board shall be sixty (60) days before the day the Directors are to be elected. A nomination for the Board may not be made after the date set for close of nomination.

Election

Section 4.05. The Directors shall be elected at each annual meeting as prescribed herein. The candidates receiving the highest number of votes up to the number of Directors to be elected are elected. Directors shall be eligible for re-election provided they continue to meet the qualifications required herein.

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interim*

Compensation

Section 4.06. The Directors shall serve without compensation except that they shall be allowed and paid their actual and necessary expenses as may be approved by the Board.

Meetings

Call of Meetings

Section 4.07. (a) Meetings of the Board may be called by the President or any Vice President or the Secretary or any two (2) Directors.

Place of Meetings

(b) All meetings of the Board shall be held at the principal office of the Corporation as specified in these Bylaws.

Time of Regular Meetings

(c) Regular meetings of the Board shall be held, without call or notice, immediately following each annual meeting of the members of the Corporation as set forth herein.

Special Meetings

(d) Special meetings of the Board may be called by the Chairman of the Board or the President or any Vice President or the Secretary or any two (2) Directors. Special meetings shall be held on four (4) days' notice by first-class mail, postage prepaid, or on forty-eight (48) hours' notice delivered personally or by telephone or telegraph. Notice of the special meeting need not be given to any Director who signs a waiver of notice or a written consent to holding the meeting or an approval of the minutes thereof, whether before or after the meeting, or who attends the meeting without protesting, prior thereto or at its commencement,

the lack of such notice to such Director. All such waivers, consents, and approvals shall be filed with the corporate records or made a part of the minutes of the meetings.

Quorum

(e) A majority of the authorized number of Directors constitutes a quorum of the Board for the transaction of business, except as hereinafter provided.

Transactions of Board

(f) Except as otherwise provided in the Articles, in these Bylaws, or by law, every act or decision done or made by a majority of the Directors present at a meeting duly held at which a quorum is present is the act of the Board provided, however, that any meeting at which a quorum was initially present may continue to transact business notwithstanding the withdrawal of Directors if any action taken is approved by at least a majority of the required quorum for such meeting, or such greater number as is required by the law, the Articles, or these Bylaws.

Conduct of Meetings

(g) Any Director selected by the Directors present shall preside at meetings of the Board of Directors. The Secretary of the Corporation or, in the Secretary's absence, any person appointed by the presiding officer shall act as Secretary of the Board. Members of the Board may participate in a meeting through use of conference telephone or similar communications equipment, so long as all members participating in such meeting can hear one another. Such participation shall constitute personal presence at the meeting.

Adjournment

(h) A majority of the Directors present, whether or not a quorum is present, may adjourn any meeting to another time and place. If the meeting is adjourned for more than twenty-

four (24) hours, notice of the adjournment to another place must be given prior to the time of the adjourned meeting to the Directors who were not present at the t the adjournment.

Action Without Meeting

Section 4.08. Any action required or permitted to be taken by the Board may be taken without a meeting, if all members of the Board individually or collectively consent in writing to such action. Such written consent or consents shall be filed with the minutes of the proceedings of the Board. Such action by written consent shall have the same force and effect as the unanimous vote of such Directors.

Removal of Directors

Removal for Cause

Section 4.09. (a) The Board may declare vacant the office of a Director on the occurrence of any of the following events:

- (1) The Director has been declared of unsound mind by a final order of court;
 - (2) The Director has been convicted of a felony;
- or
- (3) The Director has been found by a final order or judgment of any court to have breached duties imposed by Section 7238 of the Corporations Code on directors who perform functions with respect to assets held in charitable trust.

Removal Without Cause

(b) Any or all of the Directors may be removed without cause if, where the Corporation has fewer than fifty (50) members, such removal shall be approved by a majority of all members pursuant to Section 5033 of the Corporations Code; or where the Corporation has more than fifty (50) members,

such removal shall be approved by the members within the meaning of Section 5034 of the Corporations Code.

Resignation of Director

Section 4.10. Any Director may resign effective on giving written notice to the Chairman of the Board of Directors, the President, the Secretary, or the Board of Directors of the Corporation, unless the notice specifies a later time for the effectiveness of such resignation. If the resignation is effective at a future time, a successor may be elected to take office when the resignation becomes effective.

Vacancies in the Board

Causes

Section 4.11. (a) Vacancies on the Board of Directors shall exist on the death, resignation, or removal of any Director; whenever the number of Directors authorized is increased; and on the failure of the members in any election to elect the full number of Directors authorized.

Filing Vacancies by Directors

(b) Except as otherwise provided in the Articles or these Bylaws and except for a vacancy created by the removal of a Director pursuant to Section 4.09 of these Bylaws, vacancies on the Board of Directors may be filled by a majority of the Directors then in office, whether or not less than a quorum, or by a sole remaining Director.

Filing Vacancies by Members

(c) Vacancies created by removal of Directors shall be filled only by the approval of the members within the meaning of Section 5034 of the Corporations Code. The members may elect a Director at any time to fill any vacancy not filled by the Directors.

ARTICLE V. OFFICERS

Number and Titles

Section 5.01. The officers of the Corporation shall be a President, a Vice President, a Secretary, Chief Financial Officer and such other officers with such titles and duties as shall be determined by the Board and as may be necessary to enable it to sign instruments. The President is the general manager and chief executive officer of the Corporation. Any number of offices may be held by the same person, except that neither the Secretary nor the Chief Financial Officer ^{Treasurer} may serve concurrently as the President.

Appointment and Resignation

Section 5.02. The officers shall be chosen by the Board and serve at the pleasure of the Board, subject to the rights, if any, of an office under any contract of employment. Any officer may resign at any time on written notice to the Corporation without prejudice to the rights, if any, of the Corporation under any contract to which the officer is a party.

ARTICLE VI. CORPORATE RECORDS, REPORTS, AND SEAL

Keeping Records

Section 6.01. The Corporation shall keep adequate and correct records of account and minutes of the proceedings of its members, Board, and committees of the Board. The Corporation shall also keep a record of its members giving their names and addresses and the class of membership held by each. The minutes shall be kept in written form. Other books and records shall be kept in either written form or in any other form capable of being converted into written form.

Annual Report

Section 6.02. The Board shall cause an annual report

to be sent to the members not later than one hundred twenty (120) days after the close of the Corporation's fiscal year. The report shall contain all the information required by Section 6321(a) of the Corporations Code and shall be accompanied by any report thereon of independent accountants, or if there is no such report, the certificate of an authorized officer of the Corporation that such statements were prepared without audit from the books and records of the Corporation. The annual report shall be furnished to all Directors.

Corporate Seal

Section 6.04. The Board of Directors shall adopt a corporate seal which shall be in a form and design to be approved by the Board of Directors. The Secretary of the Corporation shall have the custody of the seal and affix it in all appropriate cases to all corporate documents. Failure to affix the seal shall not, however, affect or impair the validity of any instrument.

ARTICLE VII. GENERAL CORPORATE MANAGEMENT

Section 7.01. The Corporation hereby adopts the policies, understandings, procedures and obligations of the Association for the Restoration of the Tallac Site as expressed in its various records which include but are not limited to minutes of Board of Directors meetings, minutes of general membership meetings, letters of understanding directed to or received from Department of Agriculture, United States Forest Service, Lake Tahoe Basin Management Unit and its agents through December 31, 1983, it being the intent of this Section that the Corporation shall and always not inconsistent with law or the policies of the Board of Directors of the Corporation as hereafter established, be operated in conformity to the policies, understandings, protocols, relationships, and obligations established on behalf of the Association for the Restoration of the Tallac Site.

Restoration

Executive Committee

Section 7.02. The business of the Corporation may be conducted through an Executive Committee. The Executive Committee shall be composed of not to exceed nine (9) persons. They shall be the President, Vice-President, Secretary-Treasurer and five (5) Directors chosen at an annual meeting by the full Board of Directors. The Executive Committee shall have all the authority of the full Board of Directors except as the Executive Committee may be restricted thereby. Executive Committee meetings shall be open to all members of the Corporation. The Executive Committee shall meet monthly throughout the year at such times and places as may be designated by the President. Notice of meetings of the Executive Committee shall be given at the home or regular place of business of the members of the Executive Committee by the President, Secretary or their agent. A quorum of the Executive Committee shall be required at all times for the conduct of business. A quorum shall be not less than five (5) natural persons.

all
5/01
done

Section 7.03. The Officers of the Corporation are authorized and directed to execute any and all documents necessary and appropriate to the orderly transfer of business from the Association for the Restoration of the Tallac Site to the Corporation.

Section 7.04. The first Officers and Directors of the Corporation are described in Exhibit "A" hereto.

CERTIFICATE OF SECRETARY
OF

TAHOE TALLAC ASSOCIATION
A California Nonprofit Corporation

I hereby certify that I am the duly elected and acting Secretary of said corporation and that the foregoing Bylaws, comprising twenty-one (21) pages, constitute the Bylaws of said

Not/Case

corporation as duly adopted at a meeting of the Board of
Directors thereof held on January 17, 1984.

DATED: January 24, 1984

Erma E. Southern
Secretary

Patricia Amundsen
P.O. Box 14344
South Lake Tahoe, CA 95702

Director: Develops policy,
reviews performance of President and Executive Director

Michael N. Atwell
Attorney at Law
P.O. Box 8696
South Lake Tahoe, CA 95731

Director: Develops policy,
reviews performance of President and Executive Director

John Cefalu
P.O. Box 778
South Lake Tahoe, CA 95705

Director: Develops policy,
reviews performance of President and Executive Director

Dennis Crabb
P.O. Box 444
South Lake Tahoe, CA 95705

Director: Develops policy,
reviews performance of President and Executive Director

David Foster
P.O. Box 9505
South Lake Tahoe, CA

Director: Develops policy,
reviews performance of President and Executive Director

Historian, artist and volunteer

Private practice attorney, general
business corporate practice

Owner of commercial laundry, member
of City Council

City Attorney, City of South Lake
Tahoe

Professional artist and college
instructor

-1-

Exhibit "A"

MPK-29-2000 0000

**RESTATED ARTICLES OF INCORPORATION
OF THE TAHOE TALLAC ASSOCIATION UNDER
CALIFORNIA CORPORATIONS CODE 5819 (a)**

DAVID KURTZMAN and ERMA SOUTHERN do hereby certify that:

1. We are the President and the Secretary, respectively, of the Tahoe Tallac Association, a California public benefit corporation.

2. That the Articles of Incorporation of the Tahoe Tallac Association shall be restated and amended to read as hereinafter set forth in full:

ARTICLES OF INCORPORATION OF THE TAHOE TALLAC ASSOCIATION

I

The name of this corporation is the Tahoe Tallac Association.

II

A. This corporation is a non-profit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for charitable purposes.

B. The specific purpose of this corporation is to develop and execute plans for the preservation and enhancement of Tahoe Basin historic sites, to assist in the administration of structures and grounds thereon, for community, cultural, and educational purposes, and to sponsor and administer historical, cultural, and educational activities on historic sites within the Tahoe Basin.

III

The name and address in the State of California for this corporation's initial agent for service of process is: Carol Spain, P.O. Box 1595, (2092 Lake Tahoe Blvd) South Lake Tahoe, California 95705.

IV

A. This corporation is organized and operated exclusively for educational purposes within the meaning of Section 501 (c) (3) of the Internal Revenue Code

B. No substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.

V.

The property of this corporation is irrevocably dedicated to educational purposes and no part of the net income or assets of this corporation shall ever inure to the benefit of any director, officer, or member thereof or to the benefit of any private person. Upon the dissolution or winding up of the corporation, its assets remaining after payment, or provision for payment, of all debts and liabilities of this corporation shall be distributed to a non-profit fund, foundation, or corporation which is operated exclusively for educational purposes and which has established its tax exempt status under Section 501 (c) (3) of the Internal Revenue Code.

3. That the restatement of the articles of incorporation has been approved by the Board of Directors.

4. The Board of Directors alone was entitled to adopt the foregoing restatement for the reason that such restatement is required to conform the Articles to the legal requirements in accordance with an order of the California Franchise Tax Board and Corporations Code Section 9913.


David Kartzman
President



Erna Southern
Secretary

DECLARATION

Each of the undersigned declares under penalty of perjury that the statements contained in the foregoing Restatement of Articles of Incorporation are true of his or her own knowledge and that this declaration was executed on July 12, 1986 at South Lake Tahoe, California.



David Kurtzman, President



Erma Southern, Secretary



Valhalla

ART, MUSIC & THEATRE FESTIVAL 2014

F O R T I C K E T S V I S I T

V A L H A L L A T A H O E . C O M



 This facility is operated in accordance with U.S. Department of Agriculture Policy which prohibits discrimination on the basis of race, color, sex, age, handicap, religion or marital status. This restriction is an equal opportunity poster.

Design/Photo: Robert Steison

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:

8



P.O. Box 19273 | South Lake Tahoe CA 96151 | Phone (530) 541-4975 | Fax (530) 541-4521
www.valhallatahoe.com | email: info@valhallatahoe.com

November 20, 2014
Chief Administration Office
Attn: Economic Development
2014-2015 El Dorado County Cultural and Community Development Program
330 Fair Lane
Placerville, CA 95667

RE: Post-event report for Valhalla Art, Music & Theatre Festival 2014

Dear El Dorado County Cultural and Community Development Program,

Valhalla Tahoe (Valhalla) was a grateful recipient of funding through the 2014-2015 El Dorado County Cultural and Community Development Program. Valhalla received \$5000 to assist with marketing and artist fees for the 2014 Valhalla Art, Music & Theatre festival. Our fiscal year recently ended and this letter and attachments are provided as the post-event report to satisfy the grant reporting requirements.

In the event additional information is desired, please feel free to contact me at 775-450-0290 or sgrigsby@designworkshop.com. We thank you again for awarding Valhalla funds in 2014. The funds were key to increase attendance and provide a rich Festival program of arts and culture for our community and visitors.

Sincerely,

Stephanie Grigsby
Valhalla Tahoe President-Elect

POST EVENT REPORT

2014-2015 El Dorado County Cultural and Community Development Program

2014 Valhalla Art, Music & Theatre Festival

Use of Funds

- Valhalla received \$5000 in funds to support the Festival and provide for marketing and a range of cultural events.
- Funds were used for marketing promotion and branding of the Festival and artists fees as reflected in the attached 2013-2014 profit and loss report. Receipts for over \$10,000 of the marketing costs are also attached.

Use of the El Dorado County Logo

- The El Dorado County logo was used in all promotional materials, including the poster, rack cards, advertisements, and programs and placed on the valhallatahoe.com website.
- Announcements recognizing the funding were made prior to all music and theatre events.

Attendance:

- Goal: Increase attendance by 5%
- Result: Increased attendance by 34%
- Total attendance for music and theatre events (not including art event, Renaissance Faire and the Washoe Festival): 3932 attendees

Marketing Efforts to Achieve Promotional Goals and Generate Attendance

- Media: Sacramento KKSF Talk 910 radio
- Facebook advertising, Youtube Pre-roll (target Lake Tahoe searches)
- Advertising: TahoeGuide.com, Mountain News, Entertainer, Sierra Nevada Media Group, Tahoesbest.com, LakeTahoeNews.net
- Photography, print posters, rack cards, and social media/PR management

Progress/Attainment of Goals

- The Festival had an overall goal of increasing attendance by 5%, or 3,300 attendees. Festival attendance grew by 34%.
- Attendance of the August Osage County show was steady, but less than the identified goal.
- Regional awareness grew through the radio/social media campaign.
- Increased attendance at free events: special children's music on the lawn event with the Banana Slug String Band and standing room only at free concert in the Boathouse with the Golden West Winds U.S. Air Force band.

Overnight Stays/Room Nights Generated

- Approximately 1,376 visitors attended events based on the estimated percentage of local versus visiting attendance.
- Average overnight visitor stay of 3 nights, this equates to 4,128 room nights.
- Sponsorships from Aston Lakeland Village and Tahoe Beach Retreat were received and promoted to attendees.

Progress to Being Self-Sustaining

- The event is growing brand recognition. A permanent Festival Director has been hired who conducted the 2014 Festival and has accepted an offer to continue on and grow the quality of the Festival and is helping grow the marketing database.

Event's Key Success

- Media results from the fully integrated radio/social media campaign had solid response rates.
- Additional tracking and monitoring will be integrated in 2015 to fine tune the marketing strategy and clearly link messaging to ticket sales and room nights.
- Attendance at and ability to provide a variety of free events promoted the overall Festival and helped Valhalla meet its goal for providing arts and cultural opportunities to the community and visitors.
- Proceeds helped fund restoration and maintenance projects for the historic site: construction of 1000lf sidewalk to reduce erosion and provide accessible access, replacement of 10,000sf of shingles on the historic Grand Hall/Heller Estate, maintenance and upkeep of electrical and plumbing systems, and maintenance of the wood floors.

Arts, Music and Theatre Events

- Ray Bonneville and Lance Canales Concert
- Alan Miller Trio Concert
- Improv (4 separate evenings)
- Joe Craven Workshop
- Joe Craven Concert
- Servant of Two Masters theatre
- Beaucoup Chapeaux Concert
- Joni Morris Concert
- August: Osage County theatre
- Paige Anderson Concert
- Laurie Lewis Concert
- Gatsby Dinner & Mystery Theatre Performance
- Wild and Scenic Film Festival
- Men of Worth Concert
- Anna Helwing Concert
- Golden West Winds USAF Band (Free) Concert
- Music on the Lawn (Free, 4 separate events provided)
- Artists in Residence (Free, 8 separate artists)
- Artists kids painting class (Free)
- Children's Theatre (Free)

6:24 PM
11/20/14
Cash Basis

Valhalla Tahoe
Profit & Loss
October 2013 through September 2014

	<u>Oct '13 - Sep 14</u>
Ordinary Income/Expense	
Income	
Donations - Cash	
Non Specific	2,583.92
Total Donations - Cash	2,583.92
Food-Bvge Sales	5,037.00
GT Event Income	
Holiday Faire Event	3,836.84
Total GT Event Income	3,836.84
GT Events Boathouse Theatre	
Alan Trio Band	544.11
Anna Helwing	748.32
Beaucoup Chapaux	183.60
Charlie & the Chocolate Factory	1,116.00
Gatsby Murder Mystery Dinner	2,306.37
Joe Craven's One Man Joe Show	120.80
Joni Morris	1,501.53
Laurie Lewis & Tom Rozum	1,312.15
Make Art Your Business	0.00
Men of Worth	1,273.53
Native American Arts Festival	1,000.00
Paige Anderson & Fearless Kin	347.64
Ray Bonneville	1,360.40
Season Passes	175.00
Servant & Two Masters	2,347.57
Tahoe Improv Players	2,434.89
Tahoe Writers Workshop	-1,268.00
Tribute to Johnny Cash	243.00
Wild & Scenic Film Festival	352.96
Total GT Events Boathouse Theatre	16,099.87
GT Rental Inc - Other	3,950.00
GT Rental Inc - Weddings	178,500.00
Non GT Income	
August Osage County	3,930.74
Chair Rental	850.00
Fundraiser Events Offsite	1,200.00
Grants	13,000.00

6:24 PM
11/20/14
Cash Basis

Valhalla Tahoe
Profit & Loss
October 2013 through September 2014

	<u>Oct '13 - Sep 14</u>
Membership Fees	2,370.00
Renaissance Faire 2014	39,209.74
Total Non GT Income	<u>60,560.48</u>
Total Income	<u>270,568.11</u>
Gross Profit	270,568.11
Expense	
Advertising	
Advertising Contracted Services	2,700.00
Internet Advertising	8,885.62
Media Production	2,566.00
Print Advertising	3,602.00
Radio Publicity	5,500.00
Social Media	1,485.40
Total Advertising	<u>24,739.02</u>
Bank Service Charges	129.38
Cleaning	325.00
Cleaning supplies	998.81
Computer Repairs	90.00
Concessions Expense	1,473.83
Credit Card Fees	1,900.99
December Gala	1,924.28
Dues/Memberships	295.00
Event Expense- Ren Faire 2014	23,791.59
Event Expense - Best Christmas	2,528.48
FS Permit fees	
FS Permit GT Expense offset	30,477.11
Total FS Permit fees	<u>30,477.11</u>
Liability Insurance	8,961.20
License/Permits-Fees	1,987.18
Maintenance	
Buildings	2,699.76
Grounds	10,352.98
Repairs & Services	4,647.79
Service	2,197.30
Trash	8,495.04
Total Maintenance	<u>28,392.87</u>
Meals & Enterta	883.25
Miscellaneous	1,393.29
Office Equipment	120.29
Office Supplies	3,268.29
Operating Supplies	4,488.48

6:24 PM
11/20/14
Cash Basis

Valhalla Tahoe
Profit & Loss
October 2013 through September 2014

	<u>Oct '13 - Sep 14</u>
Payroll Various Exp	
Payroll Expenses	11,907.69
Payroll Salaries & Wages	78,548.45
Payroll Workers Comp Insurance	3,625.30
	<hr/>
Total Payroll Various Exp	94,081.44
Performances & Events	
Performances & Event Exp	2,590.00
	<hr/>
Total Performances & Events	2,590.00
Petty Cash	100.00
Postage	641.98
Printing	768.51
Professional Fees	8,865.00
Security	829.50
Telephone	
Phone	2,469.49
	<hr/>
Total Telephone	2,469.49
Utilities	
Electric	5,870.55
Propane	11,501.84
Sewer	694.56
	<hr/>
Total Utilities	18,066.95
Web Site	497.88
4000 · Reconciliation Discrepancies	2,370.96
	<hr/>
Total Expense	269,450.05
	<hr/>
Net Ordinary Income	1,118.06
Other Income/Expense	
Other Income	
Investment Income	9.08
	<hr/>
Total Other Income	9.08
	<hr/>
Net Other Income	9.08
	<hr/>
Net Income	<u><u>1,127.14</u></u>

\$10,000 plus in Advertising & Marketing Receipts



For information or questions regarding your bill, please call our Customer Service Department at (888)508-2666 or email us at AdvertisingBilling@swiftcom.com.

Account Manager: Natasha Schue 530-541-3880 nschue@sierranevadamedia.com

Account Name		Account Number		Billing Period		Invoice Number	
Valhalla Festival		1047691		07/01/14 - 07/31/14		1047691073114	
Payments/Credits	Current	30 Days	60 Days	90 Days	120 Days	Total Amount Due	
0.00	3,420.00	0.00	0.00	0.00	0.00	3,420.00	

DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
7/1			Balance Forward			1,202.50
7/10			Payment on Account			-1,202.50
Ad Type: Display						
7/3	ACT	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	215.00
7/4	RC	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	240.00
7/4	TDT	10291095	Tribune Half Page	6 x 7	1	247.50
7/17	ACT	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	215.00
7/18	RC	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	240.00
7/18	TDT	10291095	Tribune Half Page	6 x 7	1	247.50
7/23	TDT	10389546	Osage County Half Page Ad	6 x 7	1	220.00
7/24	ACT	10389563	Osage County-Make Good	4 x 7	1	0.00
7/25	TDT	10389546	Osage County Half Page Ad	6 x 7	1	220.00
7/30	TDT	10389546	Osage County Half Page Ad	6 x 7	1	220.00
7/31	ACT	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	215.00
Ad Type: Internet						
7/1	RCI	10290941	RC Leaderboard Ad JULY		1	180.00
7/1	TDI	10290977	NAP Leaderboard Ad JULY		1	180.00
7/1	TDI	10291435	Tribune Leaderboard JULY		1	300.00
7/2	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/2	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/2	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/3	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/3	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/3	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/3	TDI	10291455	TDT Headline Box 7/3-20		1	240.00
7/4	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/4	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/4	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/4	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/5	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/5	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/5	TDI	10291435	Tribune Leaderboard JULY		1	0.00

To review our full terms and conditions, please visit www.swiftcom.com/tac.

page 1 of 4

5459

TAHOE TALLAC ASSOCIATION
 Sierra Nevada Media Group

Date	Type	Reference	Original Amt.	Balance Due	8/15/2014	Discount	Payment
7/31/2014	Bill		3,420.00	3,420.00			3,420.00
					Check Amount		3,420.00

US Bank

INV# 1047691073114

14-1250 2P 51 of 84

DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
7/5	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/6	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/6	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/6	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/6	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/7	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/7	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/7	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/7	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/8	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/8	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/8	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/8	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/9	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/9	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/9	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/9	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/10	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/10	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/10	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/10	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/11	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/11	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/11	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/11	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/12	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/12	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/12	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/12	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/13	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/13	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/13	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/13	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/14	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/14	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/14	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/14	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/15	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/15	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/15	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/15	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/16	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/16	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/16	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/16	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/17	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/17	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/17	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/17	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/18	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/18	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/18	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/18	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/19	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/19	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/19	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/19	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/20	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/20	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/20	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/20	TDI	10291455	TDT Headline Box 7/3-20		1	0.00
7/21	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/21	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/21	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/22	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/22	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/22	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/23	RCI	10290941	RC Leaderboard Ad JULY		1	0.00



DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
7/23	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/23	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/24	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/24	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/24	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/24	TDI	10291457	TDT Headline Box 7/24-8/2		1	240.00
7/25	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/25	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/25	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/25	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
7/26	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/26	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/26	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/26	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
7/27	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/27	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/27	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/27	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
7/28	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/28	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/28	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/28	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
7/29	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/29	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/29	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/29	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
7/30	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/30	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/30	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/30	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
7/31	RCI	10290941	RC Leaderboard Ad JULY		1	0.00
7/31	TDI	10290977	NAP Leaderboard Ad JULY		1	0.00
7/31	TDI	10291435	Tribune Leaderboard JULY		1	0.00
7/31	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00

TAHOE TALLAC ASSOCIATION

Smith & Jones

Date	Type	Reference
8/26/2014	Bill	

Original Amt.
1,852.00


Balance Due
1,852.00

9/10/2014	Discount
Check Amount	

Payment
1,852.00
1,852.00

US Bank

1,852.00

 **DELUXE CORP** 1+800-328-0304 www.deluxeforms.com



smith + jones

VALHALLA TAHOE
ATTN: ACCOUNTS PAYABLE
PO BOX 19273
SO LAKE TAHOE, CA 96151

August 26, 2014

Production Invoice# 229-8412

Project: 2014 Valhalla Tahoe Poster Q=250 and Rack Card Q=12,500
Ordered by: Evangeline Elston

Estimating and Project management - no charge time \$285

Printing

Posters - Q=250	\$	153.00
Rack Cards Q=12,500 (1st printing)	\$	1,172.00
Rack Cards Q=1,000 (2nd printing)	\$	328.00
Business cards - 2 names \$250 each	\$	67.00

Shipping (on all orders)	\$	132.00
--------------------------	----	--------

Total:	\$	1,852.00
--------	----	----------

Remit to: Smith & Jones, Inc., 341 Ski Way, Suite 102, Incline Village, NV 89451
If questions, contact tasha@sjmarketing.com or call 775/831-6262 Ext 214

Terms: Payment is due net 30 days from invoice date.
1.75% finance charge on balances over 30 days. In the event of default or if collection is referred to litigation, the invoicee and its agents agree to pay all costs incurred, including attorney's fees and collection costs.

341 ski way, suite 102
incline village, nevada 89451
775.831.6262 fax 831.9172
sjmarketing.com



For information or questions regarding your bill, please call our Customer Service Department at (888)508-2666 or email us at AdvertisingBilling@swiftcom.com.

Account Manager: Natasha Schue 530-541-3880 nschue@sierranevadamedia.com

Account Name	Account Number	Billing Period	Invoice Number
Valhalla Festival	1047691	08/01/14 - 08/31/14	1047691083114

Payments/Credits	Current	30 Days	60 Days	90 Days	120 Days	Total Amount Due
0.00	1,850.00	0.00	0.00	0.00	0.00	1,850.00

DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
8/1			Balance Forward			3,420.00
8/22			Payment on Account			-3,420.00
	Ad Type: Display					
8/1	RC	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	240.00
8/1	TDT	10291095	Tribune Half Page	6 x 7	1	247.50
8/6	RC	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	240.00
8/6	TDT	10291095	Tribune Half Page	6 x 7	1	247.50
8/7	ACT	10290785	1/3 Page Ads-ACTION/RC	4 x 7	1	215.00
	Ad Type: Internet					
8/1	RCI	10290967	RC Leaderboard Ad AUGUST		1	180.00
8/1	NAI	10290984	NAP Leaderboard Ad AUGUST		1	180.00
8/1	TDI	10291442	Tribune Leaderboard AUGUST		1	300.00
8/1	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
8/2	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/2	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/2	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/2	TDI	10291457	TDT Headline Box 7/24-8/2		1	0.00
8/3	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/3	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/3	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/4	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/4	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/4	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/5	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/5	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/5	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/6	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/6	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/6	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/7	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/7	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/7	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00

To review our full terms and conditions, please visit www.swiftcom.com/tac.

page 1 of 4

TAHOE TALLAC ASSOCIATION
 Sierra Nevada Media Group

5502

Date	Type Reference	Original Amt.	Balance Due	9/10/2014 Discount	Payment
8/31/2014	Bill	1,850.00	1,850.00		1,850.00
				Check Amount	1,850.00

DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
8/8	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/8	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/8	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/9	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/9	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/9	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/10	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/10	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/10	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/11	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/11	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/11	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/12	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/12	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/12	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/13	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/13	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/13	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/14	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/14	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/14	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/15	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/15	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/15	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/16	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/16	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/16	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/17	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/17	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/17	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/18	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/18	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/18	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/19	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/19	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/19	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/20	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/20	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/20	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/21	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/21	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/21	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/22	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/22	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/22	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/23	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/23	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/23	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/24	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/24	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/24	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/25	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/25	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/25	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/26	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/26	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/26	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/27	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/27	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/27	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/28	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/28	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/28	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/29	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/29	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/29	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/30	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/30	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00

DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
8/30	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00
8/31	RCI	10290967	RC Leaderboard Ad AUGUST		1	0.00
8/31	NAI	10290984	NAP Leaderboard Ad AUGUST		1	0.00
8/31	TDI	10291442	Tribune Leaderboard AUGUST		1	0.00

TAHOE TALLAC ASSOCIATION


5500

Robert Stelson

Date	Type	Reference	Original Amt.	Balance Due	9/23/2014 Discount	Payment
9/23/2014	Bill		145.00	145.00		145.00
9/23/2014	Bill		650.00	650.00		650.00
9/23/2014	Bill		1,166.00	1,166.00		1,166.00
					Check Amount	1,961.00

US Bank

1,961.00

 **DELUXE CORP** 1+800-328-0304 www.deluxeforms.com

A 



ROBERT STELSON

Invoice:
06_14_Valhalla Campaign

P.O. Box 5075, Incline Village, NV 89450 • Phone 775-831-8552 • robert@stelsondesign.com

Tahoe Tallac Association
Camp Richardson
South Lake Tahoe, CA

September 22, 2014

INVOICE

Valhalla Postern and brand for all campaign+photo use fee	N/C
Valhalla Entertainer and Mountain News June, July and August	246.00
General Trib ad June/July x 3/ August	200.00
Action Courier June /July x3	160.00
Summer Festival 4x7 Trib ads,Banners and Program insert	108.00
Summer Festival Email Header	120.00
Summer Festival Music banners (4 - 300x100)	102.00
ValhallaBusiness Cards	50.00
Valhalla Rack Card (original and additional 4 versions)	100.00
Valhalla email masthead	80.00
Total	\$1166.00



ROBERT STELSON

Invoice:
Valhalla Logo

P.O. Box 1975, Indio Valley, CA 92640 • Phone 775.831.8552 • robert@stelson.com

Tahoe Tallac Association
Camp Richardson
South Lake Tahoe, CA

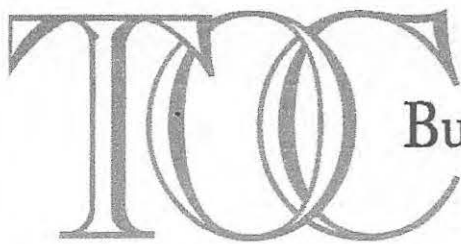
August 6, 2014

INVOICE

✓ Invoice for development, design and coordination for the Valhalla Logo:

Three versions of comps with color applied development of one final with three taglines and color decision	\$550
Provide jpegs of all version separated	\$100
total	\$650





BusinessMarketingSolutions

TOC Business Marketing Solutions

Tracy Owen Chapman, Consultant
 775-339-1190; tracyowenchapman@gmail.com
 Tax ID: 557193248

Invoice # April/May
 Invoice Date 5/30/2014
 Budget \$900
 Hours 12
 Invoices
 Timeline:
 May, June
 and July

Prepared for:
 Valhalla Tahoe

Budget:
 \$2,700 (\$900
 per month)

Total Hours 12
 Hourly Rate 75
 Total Amount \$900.00

DATE	Description of work performed	Hours
3/25/2014	strategy mapping; pulling lists for travel media in the key markets along with calendar editors; pitch follow up to VIA's Leslie Endicott, Dan Warrick, Kathryn Cornell and Calendar Editor: crafting pitches;	1
3/30/2014	Gina Stowell photos, and memo to E.E. for next steps; VIA follow up; media lists - calendar, travel editors regional	1.5
3/31/2014	regarding membership support efforts, photography and video	0.5
4/2/2014	edits and re-edits for nonprofit and membership effort to overview release; video review and photography request; updates with EE and DE	0.5
4/4/2014	news release edits and updates	0.5
4/17/2014	strategizing, list building, emails with EE	0.5
4/22/2014	updating overview release with date changes, new info. and requested new masthead;list strategy	0.75

TAHOE TALLAC ASSOCIATION

Tracy Owen Chapman TOC

5392

Date	Type	Reference	Original Amt.	Balance Due	6/23/2014 Discount	Payment
6/20/2014	Bill		900.00	900.00		900.00
					Check Amount	900.00

T A H O E MOUNTAIN NEWS

Serving Lake Tahoe's South Shore Since 1994

P.O. Box 8974, South Lake Tahoe, CA 96158 • (530) 542-7033

INVOICE

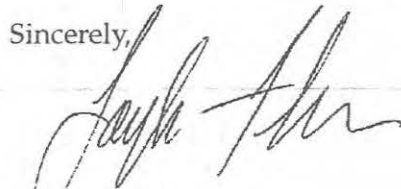
Billing From: Tahoe Mountain News
P.O. Box 8974
So. Lake Tahoe, CA 96158

Billing To: Valhalla Arts & Music Festival
PO Box 19273
So. Lake Tahoe, CA 96151

ADVERTISING DESCRIPTION	RUN DATE	DUE DATE	AMOUNT
Full page ad - sponsorship rate	August 2013	Aug. 31	\$ 250 PD
	June 2014	June 30	\$ 250
BALANCE DUE			\$ 250

Thank you for advertising in the *Tahoe Mountain News*. Every customer is extremely important to us. If you have any questions or comments please call (530) 542-7033. We appreciate your business and continued support of your community newspaper.

Sincerely,



Taylor Flynn
Publisher

TAHOE TALLAC ASSOCIATION

5349

Clear Channel Media & Entertainment

Date	Type	Reference	Original Amt.	Balance Due	5/19/2014 Discount	Payment
4/3/2014	Bill		3,000.00	3,000.00		3,000.00
					Check Amount	3,000.00

US Bank

3,000.00

 DELUXE CORP 1+800-328-0304 www.deluxeforms.com



From: "Wong, Ray" <RayWong@clearchannel.com>
Subject: RE: Payment
Date: May 15, 2014 at 11:17:40 AM PDT
To: Brenda Knox <bknox777@gmail.com>
Cc: "Taylor, Lauren" <LaurenTaylor@clearchannel.com>

Hi Brenda,

Just a friendly reminder to please make your final payment of \$3,000 for the upcoming Valhalla broadcast campaign. Thank you!

Ray Wong | Integrated Media Account Manager | Clear Channel Media + Entertainment

☎ 415.247.4843 (New Phone # as of May 15th) ☎ 415.203.1548

340 Townsend Street | 5th Floor | San Francisco, CA | 94107



Clear Channel Media and Entertainment, with its 245 million monthly U.S. listeners, is the leading media company in America with a greater reach than any radio, digital or television outlet.

From: Brenda Knox [<mailto:bknox777@gmail.com>]
Sent: Wednesday, April 16, 2014 1:35 PM
To: Wong, Ray
Cc: TAYLOR, LAUREN; DIANA EVANS
Subject: Re: Payment

Hey Ray
Was put in the mail yesterday!!
Brenda

Brenda M. Knox, MBA
Owner & Broker
Knox & Associates
Real Estate & Business Services
530-318-5733
Bknox777@gmail.com

On Apr 16, 2014, at 10:47 AM, "Wong, Ray" <RayWong@clearchannel.com> wrote:

Good Morning Brenda,

TAHOE TALLAC ASSOCIATION

5378


Sierra Nevada Media Group

Date	Type	Reference	Original Amt.	Balance Due	6/18/2014 Discount	Payment
5/31/2014	Bill		365.00	365.00		365.00
					Check Amount	365.00

US Bank

Invoice # 1047691053114

365.00

 DELUXE CORP 1-800-328-0304 www.deluxeforms.com

A

Advertising Invoice Statement



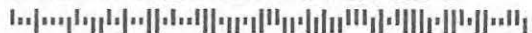
PO Box 1888
 Carson City, NV 89702-1888

Address Service Requested

Account Number: 1047691
 Billing Date: 05/31/14
 Invoice Number: 1047691053114
 Due Date: 06/10/14
 Total Amount Due: 365.00
 Amount Enclosed: \$ _____

We gladly accept checks made payable to SIERRA NEVADA MEDIA GROUP. For credit card options, please complete reverse side.

336 4002754 PRESORT 2754 1 AT 0.406 P1C13



VALHALLA FESTIVAL
 PO BOX 19273
 SOUTH LAKE TAHOE CA 96151-0273

SIERRA NEVADA MEDIA GROUP
 CUSTOMER PAYMENT CENTER
 PO BOX 1888
 CARSON CITY, NV 89702



Please detach and return above portion with your payment

For information or questions regarding your bill, please call our Customer Service Department at (888)508-2666 or email us at AdvertisingBilling@swiftcom.com.

Account Manager: Natasha Schue 530-541-3880 nschue@sierranevadamedia.com



Account Name	Account Number	Billing Period	Invoice Number
Valhalla Festival	1047691	05/01/14 - 05/31/14	1047691053114

Payments/Credits	Current	30 Days	60 Days	90 Days	120 Days	Total Amount Due
0.00	365.00	0.00	0.00	0.00	0.00	365.00

DATE	PUBLICATION	AD#	PO# / DESCRIPTION / INSERT IDENTIFIER	UNITS	RUNS	AMOUNT
5/25	Ad Type: Display SES	10083787	Tahoe Summer Magazine	4 x 4.81	1	365.00





DISTRIBUTION SERVICE AGREEMENT

RENEWAL

SALESPERSON: 111000 - Linda Anderson

FEDERAL TAX ID: _____

REF: 13-0081181

ADVERTISER ID: 114054

PO NUMBER: _____

SHIP TO:

BILL TO:

ADVERTISER: Tahoe Tallac Assn

ADVERTISER: Tahoe Tallac Assn

CONTACT: Brenda Knox

CONTACT: Brenda Knox

EMAIL: _____

WEB SITE: _____

ADDRESS1: PO Box 19273

NEW ADDRESS:

ADDRESS1: PO Box 19273

NEW ADDRESS:

ADDRESS2: _____

ADDRESS2: _____

CITY: So Lake Tahoe

CITY: So Lake Tahoe

STATE: CA ZIP: 96151

STATE: CA ZIP: 96151

PHONE: (530) 541-4975 FAX: (530) 541-4521

PHONE: (530) 541-4975 FAX: (530) 541-4521

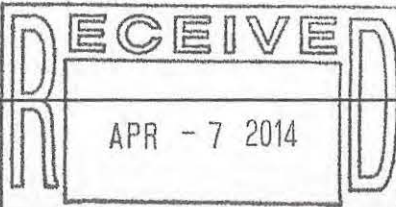
DATE:	03/24/2014	
CONTRACT:	14-0085691	REV: 00001
START DATE:	05/15/2014	
END DATE:	09/14/2014	

NAME OF BROCHURE / PUBLICATION: Valhalla

INVENTORY ID NUMBER: 004530

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTHS	GROSS FEE			TOTAL NET FEE	
1-VM-2-N/SLT	South Lake Tahoe (Super Cities)	126	05/15/14	09/14/14	125.00	4	500.00	0.00	0.00	0.00	500.00



COMMENTS/SPECIAL INSTRUCTIONS:

AGREEMENT TO TERMS. Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

MONTHLY BILLING SCHEDULE (Plus any applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Apr	May	Jun	Jul	Aug	Sept
0.00	187.50	125.00	125.00	62.50	0.00
Oct	Nov	Dec	Jan	Feb	Mar
0.00	0.00	0.00	0.00	0.00	0.00

TERMS: The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1 1/2% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

APPROVED BY ADVERTISER

Signature: [Signature]
 Name (print): Brenda M Knox
 Title: Treasurer Date: 04/01/2014

PREPAYMENT OPTION (Please check one)

Yes No

Gross Total Fee = 500.00

Prepayment Discount - percentage: (0.00) = 0.00

TOTAL NET FEE (Plus any applicable tax) \$ 500.00

All fees billed 30 days in advance of service

APPROVED BY (Certified Folder Display corporate office)
 Signature: [Signature]
 Name (print): PATRICK C. FEARN
 Title: PRESIDENT Date: 3/20/2014

TAHOE TALLAC ASSOCIATION

5334

Lake Tahoe News

Date	Type	Reference
4/18/2014	Bill	Inv# 265

Original Amt.
725.00

Balance Due
725.00


4/23/2014
Discount
Check Amount

Payment
725.00
725.00

US Bank

2014 ad package

725.00

 DELUXE CORP 1+800-328-0304 www.deluxeforms.com

A 

LAKE TAHOE NEWS

Invoice

PO Box 13406
South Lake Tahoe, CA 96151

Bill To:
Brenda Knox c/o Tahoe Tallac Association

Date	Invoice No.	P.O. Number	Terms	Project
04/18/14	265			

Item	Description	Quantity	Rate	Amount
LTN ad -- large banner	2014 ad package		725.00	725.00
			Total	\$725.00

VALHALLA SUMMER FESTIVAL MARKETING 2014

Valhalla Tahoe Marketing Results
November 2, 2014

TRIBUNE ACTION & TRIBUNE/COURIER SAMPLE ADS (FIVE 1/3 PAGE COURIER/FIVE 1/2 PAGE TRIBUNE/FIVE 1/3 PAGE ACTION)



Valhalla

ART, MUSIC & THEATRE FESTIVAL 2014
FOR TICKETS VISIT
VALHALLATAHOE.COM

MUSIC
June 25, 7:30 pm; Ray Bonneville with special guests Lance Canales and the Flood!
July 1, 7:30 pm; Alan Miller Trio
July 5; James Garner's Tribute to Johnny Cash
July 6; Concert on the Lawn with the MT Wallets
July 9; Joe Craven's One Man Joe Show with special guest Hattie Craven
July 20; Concert on the Lawn with Carolyn Dolan Jazz
July 23; Beaucoup Chapeaux
July 30; Joni Morris Presents a Tribute to the Music of Patsy Cline
August 2; Paige Anderson and the Fearless Kin
August 3; Concert on the Lawn with Exceeding 55
ARTIST IN RESIDENCE
July 5-7; John Holland
July 17-23; Millie Meng Behar
June 19-25; Laimie Weeland

THEATRE
July 10-13 and July 17-20; The Servant of Two Masters
July 8 & 22 and August 5 & 12; Tahoe Improv Players
July 24-27 & July 31-August; August: Osage County (on stage at Lake Tahoe Community College Duke Theatre)
August 1; Young Shakespeare Presents: As You Like It

EVENTS
July 7-11 & July 28-August 1; Gina Stowell Children's Painting Workshop
July 26-27; Wa She Shu It' Deh Festival, sponsored by the Washoe Tribe
August 7; Lake Tahoe Historical Society Fundraiser with Mark Twain impressionist McAvoy Layne

Tahoe South

The facility is operated in accordance with U.S. Department of Agriculture Policy which prohibits discrimination on the basis of race, color, sex, age, handicap, religion or national origin. This institution is an equal opportunity provider.



Valhalla

ART, MUSIC & THEATRE FESTIVAL 2014
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July 5-7; Artist in Residence, John Holland
July 6; Concert on the Lawn with the MT Wallets (Family friendly)
July 9; Workshop & Concert; Joe Craven's One Man Joe Show with special guest Hattie Craven (Family friendly music workshop and concert)
July 10-13 and July 17-20; The Servant of Two Masters (Family friendly theatre)

July 8 & 22, Aug 5 & 12; Tahoe Improv Players (Comedy)
July 17-23; Artist in Residence, Millie Meng Behar
July 24-27 and July 31-Aug 8; August: Osage County, at Lake Tahoe Community College Duke Theatre (Dramatic theatre)

Tickets online **ValhallaTahoe.com**

Tahoe South

Photo/Design: Robert Stelson

ENTERTAINER & MTN NEWS AD SAMPLE



Valhalla
ART, MUSIC & THEATRE FESTIVAL 2014
FOR TICKETS VISIT
VALHALLATAHOE.COM

MUSIC
June 25, 7:30 pm; Ray Bonneville with special guests Lance Canales and the Flood (American Roots/Blues. Not recommended for young children)
July 1, 7:30 pm; Alan Miller Trio (Jazz. Not recommended for young children)
July 5, 7:30 pm; James Garner's Tribute to Johnny Cash (Country music revue)
July 6, 11:00 am – 1:00 pm; Concert on the Lawn with the MT Wallets
July 9, Workshop 3-5 pm, Concert 7:30 pm; Joe Craven's One Man Joe Show with special guest Hattie Craven (Music workshop and concert)

THEATRE
July 10-13 and July 17-20; Charlie and the Chocolate Factory
July 8; 7:30 pm; Tahoe Improv Players (Comedy)
ARTIST IN RESIDENCE 11 AM – 4 PM
June 19-25; Lainie Vreeland • **June 26-July 2;** Kelly Lynn Smith • **July 5-7;** John Holland

ARTS AND CULTURE EVENTS
May 31-June 1 & June 7-8, 10:00 am – 5:00 pm; Valhalla Renaissance Faire, at Camp Richardson Campground
July 7-11; Gina Stowell Children's Painting Workshop

Tahoe South 

Photo: Design: Robert Sobon

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2014 MARKETING PLAN

MEDIA

- Sacramento KKSF Talk 910 Radio
- Facebook Advertising
- Youtube Pre-roll (target Lake Tahoe searches)
- TahoeGuide.com
- Mountain News June, July, August
- Entertainer June, July, August
- Sierra Nevada Media Group (Tribune, Courier, Appeal)
- Tahoesbest.com
- LakeTahoeNews.net

MARKETING & MISC.

- Photography
- Printing Posters and Cards
- Certified Folder Display Rack Distribution (will increase in 2015)
- Rich Hodge concierge rack & event flyer distribution
- Design & Production (Robert Stelson)
- Public Relations Management (Tracy Owen-Chapman)
- Marketing Management (Diana Evans)
- Radio Copy
- Valhalla Tahoe Logo Design

VALHALLA SUMMER FESTIVAL 2014

MEDIA RESULTS

- Sacramento KKSF Talk 910 Radio Campaign
- 2 weeks run. 120 Spots
- Email to 25,000 listeners
- iheart video pre-roll & banners.
- KOSF - sent to 8,467 listeners with 844 opens (9.98% OR), 94 clicks
- KIOI - sent to 26,526 listeners with 2,509 opens (9.46% OR), 227 clicks
- KISQ - sent to 25,956 listeners with 1,920 opens (7.4% OR), 203 clicks
- iHeart video & banner clicks 1413

SOCIAL MEDIA



■ Facebook

■ Total 4,950 clicks

■ Regional outreach:

- Brand Ad: 1512 clicks, 74,047 reach.

■ Local Outreach:

- Ray Bonneville: 134 clicks. 11,109 reach.
- Osage Play: 129 clicks. 12,909 reach.
- Servant Play: 126 clicks. 17,314 reach.

SOCIAL MEDIA



Facebook con't:

■ Local Outreach:

- Joe Craven: 130 clicks. 22,337 reach.
- Beaucoup Chapeaux: 99 clicks. 6,716 reach.
- Paige Anderson: 142 clicks. 12,330 reach.
- Laurie Lewis: 110 clicks. 13,096 reach.
- Film Festival: 190 clicks. 14,164 reach
- Sponsored Post Ray Bonneville: 20 post engagements. 5,480 reach. (Friends of fans)

SOCIAL MEDIA



- YouTube.com pre-roll video. :15 pre-roll video targeting searches for Lake Tahoe videos. 1 month run (July 9-Aug 9).
 - 3051 views. 109 clicks.

OVERALL DIGITAL RESULTS

■ Tahoesbest.com

- 105,042 impressions
- 871 clicks

■ Laketahoenews.net

- 372 clicks (all banners)

■ NevadaAppeal.com

- 255 clicks (brand banner)

■ Nevadacourier.com

- 273 clicks (brand banner)

■ Tahoeguide.com

■ Activity Section

- 2,058 Impressions
- 83 clicks

■ Calendar of Events

- 16,292 impressions
- 110 clicks

■ TahoeDailyTribune.com

- 276 clicks (all banners)

VALHALLA SUMMER FESTIVAL 2014 BANNER CLICK THRU RESULTS

Valhalla ltn brand ad	220	May 15 Brand Ad
Valhalla tribune leaderboard brand	228	general banner
Valhalla courier leaderboard brand	273	general banner
Valhalla appeal leaderboard brand	255	general banner
Valhalla headline box tribune	14	6/19/25
Valhalla headline box tribune- Osage	17	July-Aug
Valhalla headline box tribune- Servant	17	july
Valhalla ltn Osage banner	42	300x250
Valhalla ltn Servant banner	40	300x250
Valhalla Osage chamber blast	16	23-Jul
valhalla 300x100 ltn Men of worth	8	8/7/14
valhalla 300x100 ltn Annia	8	8/8/15
valhalla 300x100 ltn art seminar	14	8/4/11
valhalla 300x100 ltn banana slug	12	8/9/17
valhalla 300x250 ltn film fest	14	8/2/14
valhalla 300x250 ltn final event	14	8/6/18



Valhalla Art, Music and Theatre Festival



The Valhalla Art, Music & Theatre Festival is a unique celebration of music, theatre and the visual arts. The festival is set against the magnificent backdrop of Lake Tahoe and the Tallac Historic Site. Looking forward to its 34th year, it is produced by Valhalla Tahoe.

The Festival begins in late June with events and activities that continue throughout August. Events occur in the Boathouse Theatre, The Valhalla Grand Hall and the Grand lawn.



Welcome to Valhalla Tahoe

Valhalla Tahoe was formed in 1979 (as the Tahoe Tallac Association) as a non-profit 501(c)(3) organization with the goal of assisting the Forest Service in restoring the three estates on the Tallac Historic Site and developing the site as a historic center while sponsoring as well as ... [\[Read more...\]](#)

Site Rental for Weddings

News



Don't Miss Valhalla's 19th Annual Holiday Faire
November 21-23!
OCTOBER 7, 2014 BY
EVANGELINE ELSTON

Join us at Valhalla to celebrate the spirit of the season at the 19th Annual Holiday Fair! November ... [\[Read More...\]](#)



Great Theatre Is Alive and Well at Valhalla! Thanks for an Amazing Season!
AUGUST 25, 2014 BY
EVANGELINE ELSTON

We had an amazing festival season thanks to all of YOU! Stay tuned for updates and a preview of the ... [\[Read More...\]](#)



What a Wonderful Summer It's Been at Valhalla!
AUGUST 25, 2014 BY
EVANGELINE ELSTON

We had an amazing festival season thanks to all of YOU! Stay tuned for updates and a preview of the ... [\[Read More...\]](#)

[More Posts from this Category](#)

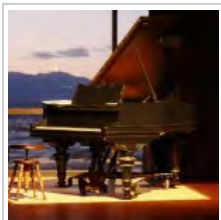
Donate

Support the arts.





Valhalla Tahoe offers a unique South Shore location for wedding ceremonies, receptions and other wedding-related group functions. Contact our wedding specialist for viewing and booking information at (530) 541-4975. You may also use our online inquiry form. Valhalla Grand Hall Wed in rustic ... [\[Read more...\]](#)



Valhalla Tahoe Membership

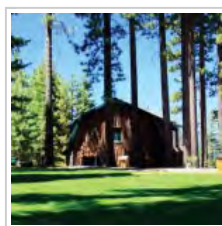
Please Become a Member of Valhalla Tahoe Today! When you become a member (before August 20, 2014) you will automatically be entered into a drawing to win a pair of 2015 Valhalla Art, Music and Theatre Festival season passes! Over 100 members and

businesses support our unique organization, one that ... [\[Read more...\]](#)

Sign Up to Receive the Latest Valhalla Event Information!

Email*

Web Form Generator



Volunteer Opportunities

There are many volunteer opportunities at Valhalla Tahoe, including event staffing, restoration projects, landscaping, office support, and much more! Please [Contact Us](#) if you would like to be part of this vital organization.



Thank you for your support!

Lake Tahoe Weather

CURRENT CONDITIONS FOR SOUTH LAKE TAHOE AS OF MON, 03 NOV 2014 5:53 PM PST



Fair

Feels like: 36 °F

Barometer: 30.3 in and rising

Humidity: 55%

Visibility: 10 mi

Dewpoint: 39 °F

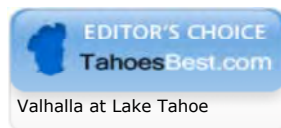
Wind: 0 mph

Sunrise: 6:29 am

Sunset: 4:56 pm

POWERED BY [YAHOO! WEATHER](#)

Follow Us!



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Valhalla Tahoe

Phone: (530) 541-4975

Fax: (530) 643-7375

Mailing Address:

P.O. Box 19273

South Lake Tahoe, CA 96151

Email: Info@ValhallaTahoe.com

For wedding info: Weddings@ValhallaTahoe.com



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ART, MUSIC & THEATRE FESTIVAL 2014

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VALHALLATAHOE.COM



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Design/Photo: Robert Stelson