



north lake tahoe

Chamber | CVB | Resort Association

2016

**Special Event Resource & Planning Guide
North Lake Tahoe & Eastern Placer County**

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THE NORTH LAKE TAHOE RESORT ASSOCIATION

The North Lake Tahoe Resort Association (NLTRA) is a 501(c)4 California Non-Profit Public Benefit Corporation, established under the laws of the State of California. The NLTRA's adopted mission is to "promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area."

The NLTRA is an association of related and coordinated services provided to our members and the community at large. These services include operation of the North Lake Tahoe Chamber of Commerce and the North Lake Tahoe Visitor Centers in Tahoe City and Kings Beach (seasonal) and North Lake Tahoe Convention and Visitor's Bureau.

The NLTRA is contracted by Placer County to provide services to the North Lake Tahoe Community. Through this agreement, the NLTRA receives Placer County Transient Occupancy Tax (TOT) funds to provide "a full spectrum of management activities for tourism marketing and visitor services for businesses of the North Lake Tahoe area."

The NLTRA also serves as a partner with Placer County and other local organizations and agencies in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work, the NLTRA has developed and adopted the North Lake Tahoe Tourism and Community Investment Master Plan (October 2015) which has also been adopted by the Placer County Board of Supervisors.

All NLTRA Board and committee meetings are open to the public. We are committed to incorporating public input and participation in NLTRA decision-making. Consistent with these goals, NLTRA.org website provides information about the NLTRA, including "Who We Are and What We Do," a staff directory and organizational chart, a roster of our Board of Directors and committee members, an updated schedule of NLTRA Board and committee meetings, meeting agendas and related information, and a library of NLTRA documents and publications.

STAFF CONTACTS

Special Events, Permitting, and Special Event Grant Programs

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THE SPECIAL EVENT PROCESS

Lake Tahoe Special Event Permit Boundaries

Lake Tahoe spans two states and five counties and each have their individual rules, regulations, agencies and permitting processes.

This resource guide will cover agencies and permitting in Placer County specifically North Lake Tahoe including Tahoe City, Carnelian Bay, Tahoe Vista, Kings Beach, the West Shore to Tahoma, Donner Summit, Sugar Bowl, Squaw Valley and Northstar California Resort. Also included are the primary contacts for Truckee, Nevada County.

Getting Started

1. Check the Master Calendar of Events

The NLTRA hosts an all-encompassing website, www.GoTahoeNorth.com. A comprehensive calendar of events is included on the site and is updated daily. North Lake Tahoe is an extremely popular destination for a myriad of special events spanning music festivals, human-powered sporting events, art and cultural events, food and wine events and free and ticketed festivals of all genres. To avoid date conflicts we suggest you check the calendar before committing to a specific date. www.GoTahoeNorth.com/events

Depending on where your event is taking place you may also want to check the following event calendars:

- Alpine Meadows Ski Resort
<http://squawalpine.com/events-things-do/events-activities/events-calendar>
- Diamond Peak Ski Resort
www.DiamondPeak.com/events
- Homewood Mountain Resort
www.skihomewood.com/events-homewood-mountain-resort
- Incline Village Crystal Bay Visitors Bureau
www.GoTahoeNorth.com/events
www.RenoTahoe.com/events
- Lake Tahoe Visitors Authority, South Lake Tahoe
www.TahoeSouth.com/events
- North Tahoe Business Association
www.NorthTahoeBusiness.org/events
- Northstar California Resort
www.NorthstarCalifornia.com/events

- Royal Gorge XC Ski Resort
www.RoyalGorge.com/events
- Ski Mt. Rose
www.SkiRose.com/events
- Squaw Valley Ski Resort
<http://squawalpine.com/events-things-do/events-activities/events-calendar>
- Sugar Bowl Ski Resort
www.Sugarbowl.com/events-calendar
- Tahoe City Cross Country Ski Resort
www.tahoexc.org/winter_events_calendar
- Tahoe City Downtown Association
www.VisitTahoeCity.org/events
- Tahoe City Public Utility District
http://www.tahoecitypub.com/parksrec/2d_special_events.shtml
- Tahoe West Shore Association
www.tahoewestshoreassoc.com/west-shore-events
- Tahoetopia
www.Tahoetopia.com/events
- Town of Truckee
<http://www.townoftruckee.com/departments/police/special-events>
- Truckee Events
<http://www.truckee.com/explore/events/regional/>
- Truckee Downtown Merchants Association
www.HistoricTruckee.com/events.html

It may also be in your best interest to check local restaurant, retail and activity supplier websites as many of these businesses also do special events. The NLTRA special events office is available to take your call and give you updates and suggestions. Our direct line is 530-581-8702.

2. Road Impacts and Seasonal Restrictions

Please bear in mind there are seasonal restrictions on road use for events. Due to severe traffic impacts, California Department of Transportation (CalTrans) policy dictates that no event can be staged on Highways 28 (North Lake Tahoe) 89 North to Truckee, 89 South to Tahoma, and Highway 267 North and South, Kings Beach to Truckee from Memorial Day (the last Monday in May) through Labor Day (the first Monday in September.) Please contact CalTrans directly. CalTrans phone and email address is listed below under Permitting Agencies

3. Permits

You may need to file a number of permits for your event. Permits needed may include use of: Forest Service land, beaches, State Parks and road events; events staged on the lake, at resorts, in public places. Events utilizing commercial tent structures, events requiring EMT, EMS, Fire, Rescue, CHP, Sheriff and Police support will most likely require permits.

If you are planning to film or photograph in Placer County for commercial use, you must contact the Placer County Film Office listed below under Permitting Agencies.

4. Liability Insurance

The agencies, venue and/or facility may require you to carry liability insurance and ask for a certificate of insurance naming the agency, venue or facility as additional insured. **This is mandatory if you are serving alcohol.** Please contact the venue or facility where you are staging your event and your insurance carrier for details.

PERMITTING AGENCIES

Alcoholic Beverages

Department of Alcoholic Beverage Control

Matt Seck

District Supervisor

2400 Del Paso Road, Suite 155

Sacramento, CA 95834

916-419-1319

SAC.Direct@abc.ca.gov

Food Service and Food Vendor Permits

Placer County Environmental Health Dept. (Health & Human Services)

775 North Lake Blvd, Box 1909

Tahoe City, CA 96145

530-581-6240

Public Roadways

California Department of Transportation (Caltrans)

Al Reed

Caltrans Permit Inspector, Marysville Office

Albert.I.Reed@dot.ca.gov

530-755-6688

Placer County Outdoor Events

Placer County Planning Department

775 North Lake Blvd., Box 1909

Tahoe City, CA 96145

530-581-6280

Planning@Placer.CA.Gov.

Placer County Right-of-Way Encroachment Permits

Placer County Department of Public Works

Tahoe Engineering Division

7717 North Lake Blvd, Box 336

Kings Beach, CA 96143

530-581-6238

Use of Placer County Property for Events

Placer County Department of Public Works & Facilities

Property Management Division

11476 C Avenue

Auburn, CA 95603

530-745-7591

Placer County Film Office

Beverly Lewis, Director
145 Fulweiler Avenue
Auburn, CA, 95603
530-889-4091 / 877-228-3456 (toll free)
BLewis@Placer.ca.gov

Tahoe Regional Planning Agency (TRPA)

128 Market Street, PO Box 5310
Stateline, NV 89449
775-588-4547
www.TRPA.org

The TRPA may require intricate permitting depending on your event. We recommend you contact their office prior to pulling any other agency permits to see if there will be any restrictions that may affect the outcome of your event. They are extremely helpful on the phone. A small sample of their policy is enclosed in this guide.

FIRE, EMERGENCY MEDICAL AND RESCUE**North Tahoe and Meeks Bay Fire Protection District**

Nita Wracker
222 Fairway Drive, Box 5879
Tahoe City, CA 96145
530-583-6909
wracker@NTFire.net

Northstar Fire Department

Chief Mark Shadowens
910 Northstar Drive
Northstar, CA 96161
530-562-1212

Squaw Valley Fire Department

Chief Pete Bansen
PO Box 2522
Olympic Valley, CA 96146
(530)583-6111

Truckee Fire Protection District

10049 Donner Pass Road
Truckee, CA 96161
530-582-7850

HIGHWAY PATROL, POLICE AND SHERIFF

California Highway Patrol

Sgt. Jeff Billings
10077 State Route 89 South
Truckee, CA 96161
530-582-7570
JBillings@CHP.CA.Gov

Nevada County Sheriff's Office (Truckee Substation)

10879 Donner Pass Road, Box 699
Truckee, CA 96161
530-582-7838

Placer County Sheriff's Department

2501 North Lake Blvd (at Burton Creek Drive)
Tahoe City, CA 96145
(530) 581-6310

Truckee Police Department

10183 Truckee Airport Road
Truckee, CA 96161
(530) 582-7700

FACILITIES AND VENUES

If you are planning on staging your event at a Public Utility District (PUD) facility or venue, it is highly recommended you contact the specific PUD prior to making a firm commitment to produce your event. Some venues will require a permit, and others may not. In high season, venue availability may be difficult to come by and some are pre-booked up to and exceeding a year in advance.

Tahoe City Public Utility District Facilities

221 Fairway Drive, Box 5249

Tahoe City, CA 96145

530-580-6279

- Commons Beach
- North Tahoe High School Softball and Bechdolt Playing Fields
- Tennis Courts
- Pomin Park
- Rideout Community Center
- Tahoe Community Center
- Fairway Drive Community Center
- Highlands Community Center
- Skylandia Park
- Kilner Park
- Bike Trails
- Lakeside Trails
- Tahoe City Golf Course

North Tahoe Public Utility District Facilities

District Office

Box 139

Tahoe Vista, CA 96148

530-546-4212

- North Tahoe Event Center
- North Tahoe Regional Park
- Kings Beach State Recreation Area
- Coon Street Boat Launch
- Kings Beach Plaza
- Sandy Beach
- Secline Beach
- Moon Dune Beach
- Tahoe Vista Recreation Area and Boat Launch
- Carnelian Beach West
- Patton Landing
- Sandy Beach
- Speedboat Beach
- North Tahoe Beach

CALIFORNIA STATE PARK VENUES

Kings Beach State Beach

Steven Ellmore
Special Events Coordinator
North Lake Tahoe Sector
530-550-6165
Steven.Ellmore@Parks.CA.Gov

CALIFORNIA STATE PARKS

West Shore

Nichole Gange (Intermittent Employee)
Nichole.Gange@Parks.CA.Gov

- Burton Creek State Park
- D. L. Bliss State Park
- Sugar Pine Point State Park
- Emerald Bay State Park

U.S. FOREST SERVICE NORTH SHORE OFFICE

855 Alder Avenue
Incline Village, NV 89450
775-831-0914
Open Wednesday thru Friday 8:00 a.m. to 4:30 p.m.

OPERATIONS AND LOGISTICS PLANS

Generally you will need to submit complete operations and logistics plans with your permit application to the various agencies. Below are examples of plans that may be required. Please call the agency to get specifics on their permit requirements.

In any case, you will need to submit a complete overview of your event that includes number of participants or athletes, number of spectators, dates, times, location of venues, and one or more of the following depending on the type, size, duration and impact of the event.

- A complete traffic control plan
- Complete safety engineering (signage) plan
- A complete site plan with venue layout map
- Food concession plan
- Sanitation plan (portable restrooms)
- Refuse collection plan: During and after the event
- Alcohol management plan
- Emergency medical, fire, ambulance plan.
- Communication plan internal.
- Communication plan, external with agencies (police, fire, CHP, etc.)
- Event staffing plan including team leaders.
- Security plan including the policing of alcohol consumption and prevention of drug use
- Parking plan
- Notification to locals of event impact
- Volunteer staffing plan (if using)
- Liability Insurance
- Signed permission of property use from venue or land owner
- Signed permission from law enforcement

EXAMPLES OF PERMITTING FOR TYPICAL EVENTS STAGED IN THE NORTH LAKE TAHOE BASIN

The following are **examples** of the permitting process for typical special events produced in Eastern Placer County. Please keep in mind that each event will most likely have different requirements and aspects as no two events are exactly alike. It is highly advisable you call each agency PRIOR to establishing an event to make sure your event is viable, affordable to produce, and is in compliance with the agency requirements.

A CONCERT OR FESTIVAL AT COMMONS BEACH

- Up to a year in advance contact the following for permission to use the venue
Bob Bolton
Tahoe City PUD
530-580-6323
- Check the www.GoTahoeNorth.com/events event calendar for any potential event conflicts.
- **Please note:**
 - a. The beach is in use every Sunday** for free community concerts from June to September. The PUD will give you an up to date calendar of dates.
 - b. The beach parking lot is in use every Thursday** in June through September for the Farmers Market. However, the beach is available for rent after 2pm on Thursdays.
- **Rental Application**
[Commons Beach rental application form.pdf](#)
- **Deposit and rental fees:** \$1,000 deposit. Rental fees are based on areas of use and duration of rental. See beach rental rates:
[Commons Beach rental rates form.pdf](#)
- **Insurance**
You are required to have liability insurance. See #3 the back of the rental application. If you are selling alcohol, you must have additional liability insurance. Contact your insurance carrier for details and certificate fees.
- **Alcoholic Beverage Sales**
If you are going to sell alcohol at the venue you will need to apply for a Alcoholic Beverage Control Special Event Liquor License. This license must be submitted no more than 30 days prior to your event.
www.abc.ca.gov/FORMS/ABC221-2010.pdf
 - a. Fill out the form
 - b. Have the TCPUD representative sign the form.
 - c. Take the completed form to the Placer County Sheriff's office for Sheriff's signature.
 - d. Mail the form to the Sacramento district office with your payment.

- **Food and Beverage Sales**

If you are going to sell food, or have food vendors sell food, sample foods, sell beverages, or beverages with ice, you must complete a health department event coordinator packet and each vendor must obtain a Placer County Health Permit. **The packet should be submitted to Placer County Environmental Health Department 30 days in advance.**

- a. The event coordinator must fill out the following packet
[Placer Health Coordinator Packet.pdf](#)
- b. Each vendor or outlet must fill out the following packet
[Food-Vendor-Packet.pdf](#)
- c. Submit applications to the Health Department Tahoe City Office listed at the bottom of the application.

- **Sanitation & Trash**

To order a dumpster please call Tahoe Truckee Disposal
530-583-0148

- **Parking**

Please see the rental application for use of the parking facilities at Commons Beach.

PRIVATE FUNCTIONS, WEDDINGS, REUNIONS, GATHERINGS AT TAHOE CITY PUD MANAGED VENUES

For private group functions at Commons Beach or other venues managed by the Tahoe City PUD please contact Jess McMillion at 530-580-6279. Rental fees for the group event venue can be found here:

[commons_beach_rental_rates_form.pdf](#)

In general, private functions do not require permits other than what is required by the Tahoe City PUD.

USE OF NORTH TAHOE PUD FACILITIES AND VENUES

Please see the list of venues managed by the NTPUD. Follow the same guidelines as for the Tahoe City PUD.

Up to **one year (or more for weddings) prior** to your event:

- Check the www.GoTahoeNorth.com/events website for date conflicts
- Call the North Tahoe PUD for venue availability, permits and fees:
- District Office
- Box 139
- Tahoe Vista, CA 96148
- 530-546-4212

Permits will need to be pulled if you are serving/selling/sampling food, beverages, ice or alcohol to the public. Please see above for event coordinator and food vendor packets. The PUD will also require liability insurance.

EVENTS UTILIZING HIGHWAY 28, 267 AND 89 IN THE NORTH LAKE TAHOE BASIN, PLACER COUNTY

If you are producing a race or event that will take place on Highway 28 (Kings Beach to Tahoe City) and/or Highway 89 South (Tahoe City to Tahoma) OR Highway 267 from the Truckee Airport into Kings Beach, you will need to follow these permit procedures.

No event may be staged on the above highways from the Monday of Memorial Day, up to and including Monday of Labor Day.

- Check the www.GoTahoeNorth.com/events for any potential event conflicts.
- Six months prior to your event contact:
Al Reed, Permit Inspector
CalTrans Permitting Office
Albert.I.Reed@dot.ca.gov
530-755-6688
- Six months prior to your event contact:
California Highway Patrol
Sgt. Jeff Billings
10077 State Route 89 South
Truckee, CA 96161
530-582-7570
JBillings@CHP.CA.Gov

You will need to contact both of the above agencies to discuss your traffic control plan, road signage plan, fire, EMS, and other agencies they require you to get permission from.

- **Six months prior** to your event contact:
Placer County Planning Department
775 North Lake Blvd., Box 1909
Tahoe City, CA 96145
530-581-6280
Planning@Placer.CA.Gov.

You will need to file County encroachment permits, and depending on your event, you may have to get approval from the Placer County Board of Supervisors. Make sure you leave plenty of time so your presentation to the Board is put on the Board agenda in a timeline so that if changes need to be made and your permit resubmitted the Board for final approval that you have enough time to do so.

The documentation needed by CalTrans, California Highway Patrol and Placer County will include:

- [CalTrans Standard Encroachment Permit Application](#)
- CHP Traffic Control Services (determined on a case by case basis)
- Traffic Control Plan with maps and diagrams showing
 - a. Traffic flow
 - b. Traffic Cones
 - c. Barricades
 - d. Soft or hard fencing
 - e. Police traffic control
 - f. Flagger traffic control
 - g. Volunteer traffic control
- Pre-Event and Event Sign Locations
- A complete map of the course showing turn by turn locations
- A timeline of impact at each and every road intersection and driveway that fronts Highway 28 or 89 South. Specifics to be dictated by CHP and CalTrans.
- Road safety services plan and diagrams showing locations and types of signage, flaggers, barricades and channelizers.
- Pre-event road sign verbiage and locations
- A schedule of portable changeable message signs and placement
- Insurance certificates

Additional permitting or agency support services may be required by the above agencies specific to your event.

PARADES

The following permits and processes apply to parades staged specifically in Tahoe City and Kings Beach. Your permit process should start **6 months in advance**. The documentation needed by CalTrans and the California Highway will include:

- [CalTrans Standard Encroachment Permit Application](#)
- Traffic Control Plan with maps and diagrams showing
 - a. Traffic flow
 - b. Traffic Cones
 - c. Barricades
 - d. Soft or hard fencing
- Pre-Event and Event Sign Locations and verbiage.
- A schedule of portable changeable message signs (PCMS) and placement, if required.
- A complete map of the parade route showing float staging area, turn by turn locations, end staging area and exit routes.
- A timeline of impact at each and every road intersection and driveway that fronts Highway 28 or 89 South on the parade route. Specifics to be dictated by CHP and CalTrans.
- Proof of liability Insurance certificates.

As a courtesy, you should contact the following agencies to notify them of the parade date, location, time and duration:

- North Tahoe Fire District
- Placer County Sheriff's Office
- North Tahoe or Tahoe City PUD

Please note: The highway can be closed for ONE HOUR maximum for parades.

Notification to the community should be done a minimum of three weeks in advance with a follow up a week prior to the event. This can be done through a public notice in the Sierra Sun and North Lake Tahoe Bonanza Newspapers, Facebook, email, and through the North Lake Tahoe Chamber of Commerce, and PCMS.

Additional permitting or agency support services may be required by the above agencies specific to your event.

Communications

It is advisable for the event staff to have a firm communications plan that utilizes radios, cell phones, etc., so all staff is aware of any incidents, emergencies, route changes or need for agency support: police, fire or ambulance.

AGENCY PERMIT APPLICATIONS

Enclosed you will find samples of most agency permit applications. These applications are current for the year 2015. Applications may be updated by the agencies at any time, so we recommend you contact the agency for the most current permit policies, fees and paperwork.

The Special Events Department at the North Lake Tahoe Resort Association will assist you in answering your questions and will guide you in the proper direction. You are welcome to call our Sports and Special Events Director at 530-581-8702

Please click [here](#) for a complete list of agency permit applications.

UNDERSTANDING TIMELINES AND COSTS

Each event is unique in its own right and permitting varies widely. It is in your best interest to start the permitting process earlier than you may think is necessary. It is not unreasonable to start a minimum of one year out to begin your research on what permits are needed, agencies that need to be contacted, venue availability, permit costs and developing your operations plan.

Summer is peak season for lakefront destination events such as weddings. Tahoe is known and marketed as a wedding destination. Beaches and parks as well as event centers are in high demand. It would be entirely within reason to start checking venue availability as much as 2 years in advance.

Communication is key for successful events. For major events such as triathlons, high impact sporting events and the like, group meetings should be arranged with all agencies that will be involved in your event at least **a year in advance**. These agencies can and may include some or all of the following:

- Police, Fire, Sheriff Dept. EMS, EMT
- Placer County Planning
- CalTrans
- California State Parks
- US Forest Service
- Placer County Environmental Health
- California Highway Patrol
- Tahoe Regional Planning Agency (TRPA)
- Local Public Utility District
- Placer County Public Works
- North Lake Tahoe Resort Association

UNDERSTANDING PERMIT COSTS

Due to the unique nature of all events, permit fees can vary widely. An example:

CalTrans permit fees can run from \$500 up into the thousands of dollars depending on the complexity of your event and staff time to review not only your permit, but to physically review the event location, signage, flagger locations, etc.

CHP costs can vary from \$500 for two officers to direct traffic for 2 hours to over \$100,000+ for multiple day events requiring CHP staff for traffic control in all of your permitted locations.

This is one of the reasons we highly advise you to start your planning and budgeting early so you are cognizant of all the costs an event can incur.

THE NORTH LAKE TAHOE EVENTS WEB PORTAL

In 2016, the North Lake Tahoe Resort Association will be developing and launching a Special Events Web Portal that will have an all-encompassing calendar of events, a digital edition of this Special Event Resource Guide with live links to all permitting agencies and permit applications. There will also be a fully interactive map showing the various event venues by location.

The web portal will also be utilized by all agencies to determine the volume of events on any given day in any given location, the impact and demands that may be placed on the specific agency and their ability to staff multiple events which may impact your permit application approval or denial.

Please utilize the www.GoTahoeNorth.com/events master calendar of events until the web portal is launched.

SPECIAL EVENT GRANT PROGRAMS

North Lake Tahoe Resort Association Special Event Grant Funding

The North Lake Tahoe Resort Association has an annual grant funding process for special events in Eastern Placer County that fit the funding criteria. A total of \$50,000 is granted annually. The application process opens in September of each year. Applications are screened to make sure they meet the stringent funding criteria, and then the applicants present their request to the Special Events Grant Task Force in October. The recommendations are then presented to the NLTRA Marketing Committee for approval and then presented to the NLTRA Board of Directors for final approval. The funds are released after the event takes place and the event producer is reimbursed for marketing related expenses up to the amount of the grant funds.

The call for grant applications is published in the Sierra Sun as well as direct to the Chamber Membership list digitally. To receive a copy of the special event grant application, please contact Judy@GoTahoeNorth.com mid-August each year. Please note, the application is revised annually. Applications will not be accepted prior to the announce date and must be received by the Special Event Director prior to the published deadline.

Truckee Chamber of Commerce Special Event Grants

The Truckee Chamber also has an annual grant funding process. Please contact www.TruckeeChamber.com for details and dates.

Truckee Tahoe Community Foundation Grants

The Tahoe Truckee Community Foundation offers many types of grants for nonprofit organizations, totaling well over \$1 million annually. TTCF's grant making standard is to invest in programming that will have the most positive impact on our community. If you'd like to be added to their nonprofit email list and receive announcements on grant deadlines and events, log on to their website and click on Follow Our Newsletter. If you have questions on individual grant applications or need help with the on-line application process, please contact Phyllis McConn, Grants Coordinator at Phyllis@TTCF.net

