

#36

COMPLETE

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Page 1: Truckee Tourism Business Improvement District (TTBID) Deadlines, Application and Requirements

Q1 Date application is being submitted: **AUGUST 20, 2017**

Q2 Organization Information-

| | |
|------------------------|---------------------------------------|
| Name of Organization | TahoeJS |
| Mailing Address | PO Box 3697 |
| Organization Owner/CEO | 1980 |
| Phone | 5307211728 |
| Email | jordan@tahoejs.com |
| Website | www.tahoejs.com |
| Mission/Purpose | Building Community Around Code |
| Year Founded | 2013 |

Q3 Is your organization a non-profit? **Yes**

Q4 Event Contacts:

| | |
|------------------------|--|
| Primary Contact Name | Jordan Papaleo |
| Title | Founder |
| Phone | 5307211728 |
| Email | jordan@tahoejs.com |
| LinkedIn | https://www.linkedin.com/in/jordanpapaleo/ |
| Experience | Lead software engineer, code mentor/teacher, community events |
| Secondary Contact Name | Andrea Papaleo |
| Phone | 5307211729 |
| Email | andreapapaleo0105@gmail.com |
| Experience | Event planning |

Q5 Other Staff involved with the Planning of Event, including who and how many volunteers: **Alex Banks, Eve Porcello, Garrett McCullough,**

Q6 Which Truckee Brand Core Value(s) does your event most closely align with? (may choose more than one) **Healthy Lifestyle, Community Minded**

Q7 Does your event support the Truckee Brand Promise of "providing an authentic mountain town experience with easy access to inspiring natural beauty, world class recreation and a vibrant community". **Very Strong 5 points**

Q8 Describe where the Truckee Brand Logo, link, tagline and hashtag #basecampforabiglife will be incorporated. (If approved, a Truckee Brand Event Marketing Plan will be provided for your implementation.)

Obviously, we will have the Truckee brand logo on our website and focus housing booking through the truckee.com website

Q9 Event Description

Name of Event
Date(s) of Event

**TahoeJS Conf
This will be the first technical conference in the region.
Working on it
Working on it
Working on it
Inagural Event
8 - 5**

Facebook
Hashtag
Website
Year Event was started
Hours of Event

Q10 General Overview of Event

We are going to be focusing diversity in the development community. Being a tech conference, this theme will be tech focused in the areas of diversity in developers, diversity in implementations, and diversity in location. So this means that we want to include all different types of developers and even provide aid to marginalized groups. We want to show different ways our technology can be used. Lastly we want to let people know that you can have a successful tech career in Truckee.

Q11 Which days of the week does your event take place?

**Friday through Sunday
1 point**

Q12 Season event takes place

**April, May, Oct, Nov,
Beginning of December
(excluding holidays) 3
points**

Q13 What is your event category? (you may choose more than one)

Other (please specify):
Technology

Q14 Will you be producing the event or hiring a production company?

We are doing the event under an established event brand in technology. We have a mentor guiding our process who has thrown this type of event in denver multiple times.

Q15 Where is the exact location of your event? (Please enter the address or google map pin URL)

8924 Donner Pass Rd, Truckee, CA 96161

Q16 Has your location been secured and confirmed with location owner?

Other (please specify):
We have talked with the rec district about the event and the dates but have not paid for it yet

Q17 Is your location within Truckee Town Limits?

Yes

| | |
|---|---|
| Q18 Are there any other events happening on or near your event date(s)? (Check Truckee.com calendar) | Same Day |
| <hr/> | |
| Q19 Is there an event happening within the same week in the same category as yours? If so, how might they compliment each other or compete? | No |
| <hr/> | |
| Q20 Is this a one time event or do you plan to produce beyond 2017? | We have goals to do this every year |
| <hr/> | |
| Q21 Is your event a NEW or REPEAT event for Truckee? | NEW |
| <hr/> | |
| Q22 If hosted beyond 2017 do you anticipate requesting funds from TTBID in the future? | Yes |
| <hr/> | |
| Q23 Have you submitted a Special Events Application to the Town? If so, please upload a copy. | Respondent skipped this question |
| <hr/> | |
| Q24 Please describe your event insurance levels. If funded, copies will be required. | We will need insurance per what is required by the old rec center |
| <hr/> | |
| Q25 Will your event include food/beverage and alcohol? Please list vendors involved. (appropriate copies of licenses for vendors will be required) | TBD |
| <hr/> | |
| Q26 Will there be amplified music and if so, please note hours. | No |
| <hr/> | |
| Q27 Please describe any setup and break down plan (vendors included) including restrooms, trash/recycle, cleanup: | This will all occur within the old rec center |
| <hr/> | |
| Q28 To what degree will your event minimize waste and protect the environment? (ie will it be a zero waste event?) | We do not anticipate generating much waste other than some coffee cups |
| <hr/> | |
| Q29 Please describe your parking and traffic plan including disability access (along with any vendor involvement): | People will park in down town truckee |
| <hr/> | |
| Q30 Will your event involve the closing of streets? | No |
| <hr/> | |

| | | | | | | | |
|---|---|---------------------------|-----------|-------------------------|-----------|----------------------|--|
| Q31 Will you require assistance of our fire and police departments or security guards? | No | | | | | | |
| Q32 Attendees and Target Audience: Who do you think will attend your event? | Drive Market-Reno/Sacramento/Bay Area, Locals/Second Home Owners | | | | | | |
| Q33 Please estimate the % for attendance from above question: | <table> <tr> <td>Locals/Second Home Owners</td> <td>40</td> </tr> <tr> <td>Drive Market</td> <td>60</td> </tr> </table> | Locals/Second Home Owners | 40 | Drive Market | 60 | | |
| Locals/Second Home Owners | 40 | | | | | | |
| Drive Market | 60 | | | | | | |
| Q34 How many people do you forecast will attend this year? | <table> <tr> <td>100+ 4 points</td> <td>,</td> </tr> <tr> <td>0-249 1 point</td> <td></td> </tr> </table> | 100+ 4 points | , | 0-249 1 point | | | |
| 100+ 4 points | , | | | | | | |
| 0-249 1 point | | | | | | | |
| Q35 How many people attended last year? | NA | | | | | | |
| Q36 What percent of attendees are forecasted to spend the night? | Over 50% | | | | | | |
| Q37 How many nights per attendee, on average, do you forecast? | Two-Three nights | | | | | | |
| Q38 How many people in a "party" do you forecast, on average? | Respondent skipped this question | | | | | | |
| Q39 Will you be linking to Truckee.com to funnell all lodging inquiries? (if funded, a Truckee Events Brand Marketing Plan will be provided) | Yes | | | | | | |
| Q40 Do you have a lodging partner and if so who? | No | | | | | | |
| Q41 Do you have an email database that you will be marketing to and if so, list size and avg. open rate? | <table> <tr> <td>No</td> <td>,</td> </tr> <tr> <td>Other (please specify):</td> <td></td> </tr> <tr> <td>Not right now</td> <td></td> </tr> </table> | No | , | Other (please specify): | | Not right now | |
| No | , | | | | | | |
| Other (please specify): | | | | | | | |
| Not right now | | | | | | | |
| Q42 List Hard Media Placement Costs (ie radio, print, facebook ads etc.) | TBD | | | | | | |
| Q43 Other Marketing Costs-(i.e. posters, brochures, website design, vinyl banners, etc.) | TBD | | | | | | |

| | | | | | |
|---|---|-----------------------------------|-----------------|---------|-----------------|
| Q44 Organic Marketing (not paid ads) on Social Channels- Describe who will be doing this and time spent, along with frequency and assets that will be used. (text, photos, videos) | TBD | | | | |
| Q45 Please upload your Marketing Plan here. | Respondent skipped this question | | | | |
| Q46 Has this project received prior funds through the Truckee Chamber of Commerce in prior years? | No | | | | |
| Q47 Did you provide a post event recap form? (If not your event may not be funded.) | Other (please specify): NA | | | | |
| Q48 Does your event receive other grant funding and if so from who and how much? | No | | | | |
| Q49 Will your event have sponsors and if so, who? | Yes | | | | |
| Q50 What will the Event Admission cost(s) be? | \$150 - \$300 depending on when tickets are purchased | | | | |
| Q51 What is the forecasted overall event marketing and production cost and event total revenue? (excluding funding request) | <table border="0"> <tr> <td>Total Marketing + Production Cost</td> <td>\$40,000</td> </tr> <tr> <td>Revenue</td> <td>\$22,000</td> </tr> </table> | Total Marketing + Production Cost | \$40,000 | Revenue | \$22,000 |
| Total Marketing + Production Cost | \$40,000 | | | | |
| Revenue | \$22,000 | | | | |
| Q52 What dollar amount of funding are you requesting from TTBID? | \$10,000 | | | | |
| Q53 Should TTBID decide not to support this event through funding, will it still occur? | Yes | | | | |