



# MEMORANDUM

TO: Honorable Board of Supervisors  
FROM: David Boesch, County Executive Officer  
By: Jennifer Merchant, Deputy County Executive Officer  
DATE: January 26, 2016  
SUBJECT: Tahoe Prosperity Center Presentation

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## **ACTION REQUESTED**

Receive a status report presentation from the Tahoe Prosperity Center.

## **BACKGROUND**

The Tahoe Prosperity Center (TPC) is a nonprofit regional collaborative created to support the prosperity initiatives identified in the 2010 Lake Tahoe Basin Prosperity Plan. TPC is the only non-profit entity within the Basin focused on economic prosperity and environmental sustainability. Its mission is promoting regional sustainability through economic vitality, environmental stewardship, and healthy communities in and around the Lake Tahoe Basin.

Since its inception, the all-volunteer board has been comprised of key leaders from the Basin's six jurisdictions, two Chambers of Commerce, the Tahoe Transportation District, the Tahoe Regional Planning Agency, as well as from business, science, health, education, and non-profit organizations. Placer County is represented on the Board of Directors by the County Executive Office, and provides an annual membership commitment of \$10,000, which is funded through the Office of Economic Development.

Heidi Hill Drum, Executive Director of the Tahoe Prosperity Center will provide an update on their current projects. The main focus of her presentation will be on the Measuring for Prosperity report. The Measuring for Prosperity is the recently completed study of community demographic data and economic indicators for the Tahoe Basin specifically. It is the only place to find this compiled information - useful for policy makers as they plan for the future. It indicates there are some significant economic hurdles in the region, but also highlights some potential positive changes. The full report can be accessed online at: [www.tahoeprosperity.org/prosperity](http://www.tahoeprosperity.org/prosperity).

## **FISCAL IMPACT**

There is no impact on the County's General Fund associated with the presentation.

