



**MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION**
County of Placer

TO: Honorable Board of Supervisors DATE: April 23, 2019

FROM: Todd Leopold, County Executive Officer
By: Emily Setzer, Senior Management Analyst

SUBJECT: Annual Updates from the North Tahoe Business Association and the Tahoe City Downtown Association

ACTION REQUESTED

Receive presentations from the North Tahoe Business Association (NTBA) and the Tahoe City Downtown Association (TCDA) on the status of the organizations

BACKGROUND

The County Executive Office at North Lake Tahoe works in partnership with community organizations to provide economic development and business development services in eastern Placer County. The TCDA and NTBA contracts with Placer County focus on economic and community vitality; events, promotions, and marketing; community design; and small business support. Examples of their work include planning, marketing, and implementing events such as the Tahoe City Food & Wine Classic, Passport to Dining, fireworks around the 4th of July, and the music on the beach summer concert series in Kings Beach and Tahoe City. Additionally, the associations help promote small business counseling and business development workshops provided by Placer County and coordinated with the North Lake Tahoe Chamber of Commerce and the Business Association Chamber Collaborative through the Sierra Business Development Center.

The NTBA was founded in 1979 by business and community leaders responding to a need to represent the local business community and promote the North Shore as a vibrant community. The association consists of more than 200 members, enrolls more than 100 volunteers, and has 12 members on its board of directors. The mission of the North Tahoe Business Association is to improve the economic vitality and quality of life in the communities of North Lake Tahoe, including Carnelian Bay, Crystal Bay, Tahoe Vista, and Kings Beach as the commercial core. The NTBA achieves its mission through leadership, communications, collaboration, advocacy, special events, and marketing. NTBA works toward building a desirable place to live, work, play, visit, and do business.

Per NTBA's strategic plan, NTBA's vision for 2020 is to help North Lake Tahoe achieve the following goals:

- A desirable, vibrant and thriving place to live, work, play, visit and do business
- Visually beautiful, clean and appealing
- Welcoming and easy to get around
- Offering opportunities to unplug / unwind and connect with nature
- Positive, active and authentic place with lots to do and see

- Neighborhoods full of engaged and diverse people

Founded in 2004, the Tahoe City Downtown Association's (TCDA) mission is to promote and enhance the Tahoe City community through innovation, leadership, advocacy, and events, and to serve as the local advocacy voice to maintain a vibrant and prosperous place to live, work, play, and visit. With more than 200 local members, TCDA implements "Main Street" principles, and provides a central resource for local merchants. TCDA works to support many local events, promotions and initiatives that provide fun for visitors and value for Tahoe City business members.

The association aims to make Tahoe City "America's Best Mountain Town" by focusing on the following goals:

- Produce great events to strengthen, engage, and build community
- Implement creative marketing to promote Tahoe City as the happening place on the lake
- Advocate for a better Tahoe City through community design
- Serve as a catalyst for economic vitality
- Strengthen TCDA's capacity in order to support our community building vision

Representatives from the NTBA and TCDA will present a summary of each organization's strategic plan including goals, short and long-term objectives and implementation strategies. The presentations will also include outcomes from the current contract with Placer County and identify goals for the upcoming fiscal year.

Each contract is valued at \$85,000 and is funded with Transient Occupancy Tax funds from the Tahoe Tourism and promotions budget.

FISCAL IMPACT

None