



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer

TO: Board of Supervisors DATE: March 30, 2021

FROM: Todd Leopold, County Executive Officer
By: Nicholas Martin, Senior Management Analyst

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

ACTION REQUESTED

Receive presentations from the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA) on their contract performance for work to support business and economic development in North Lake Tahoe through implementation of the Main Street program during FY 20/21.

BACKGROUND

As a key instrument to implementing the Main Street program and supporting business and economic development in North Lake Tahoe, Placer County executes annual contracts with both TCDA and NTBA. These contracts identify four focus areas in which to achieve a healthy and revitalized local economy, in accordance with Main Street America’s transformation strategies:

- *Economic Vitality:* Build a diverse economic base, catalyze new business and property development, create a supportive business environment.
- *Community Design:* Create an inviting, inclusive atmosphere that celebrates community character.
- *Promotion:* Position the downtown and town centers as an economic hub that showcases the community’s unique characteristics.
- *Organization:* Create a strong foundation for the downtown based on partnerships, collaboration, and community involvement.

The business associations each take a unique approach to the national Main Street program strategies identified above, which ensures the individual community characteristics of their respective districts are celebrated. Their programs and activities include special event production and promotion, in-market advertising and marketing, business attraction and support, participation in development and redevelopment projects, community engagement, and improving the districts’ aesthetics. The associations also lead sub-committees of their boards, NTBA’s Economic Vitality Committee and TCDA’s Business Advocacy Committee, which serve to address targeted business needs in coordination with county staff and input from community members. The associations play an important role in connecting local businesses to the resources available from the greater Placer County Economic Development Department, North Lake Tahoe Chamber of Commerce, and the Sierra Small Business Development Center, including workshops and small business loan programs.

NTBA

For the past 42 years (founded in 1979), NTBA has sought to improve the economic vitality and quality of life for the town centers of Kings Beach, Tahoe Vista, and Carnelian Bay. The organization serves over 200 business members and is guided by a twelve-member Board of Directors and three staff members. NTBA successfully achieves its mission by promoting and producing annual events, supporting local business growth and diversity, and ongoing communication and collaboration with the community. These activities all support the four strategies of the Main Street program described above.

TCDA

Founded in 2004, TCDA's mission is to promote and enhance the Tahoe City community through innovation, leadership, advocacy, and events, and serve as the local voice to maintain a vibrant and prosperous place to live, work, play, and visit. TCDA's activities parallel the Main Street strategies by promoting and producing events which showcase unique Tahoe City characteristics, advocate for local business interests, support business diversification of the downtown, and collaboration with the community. TCDA has approximately 200 members and is guided by an eleven-member Board of Directors and two staff members.

COVID-19 Response

When COVID-19 restrictions began impacting business in North Lake Tahoe, the TCDA and NTBA pivoted to support those businesses by providing the following services:

- Business outreach and communication on COVID-19 restrictions, changes to those restrictions and vaccine information
- Business outreach regarding the Placer Shares program including door to door flyer distribution and phone calls to business owners and sharing program application criteria including deadlines and eligibility information
- Coordinated and participated in three "PPE Giveaway" events with county staff and the North Lake Tahoe Resort Association to distribute masks and hand sanitizer to businesses at no cost
- Participated in frequent meetings coordinated by regional stakeholders on COVID-19 response to provide feedback on behalf of the business community while gathering information to share with that same community

To effectively provide these services, staff from both organizations become experts on state and federal economic relief programs, public health guidelines and restrictions, along with understanding public health concerns to ensure businesses were aware of and implementing state guidance on business operations. Both TCDA and NTBA were able to step up and showcase their ability to innovate and connect to our local businesses to keep our economy healthy and growing.

North Lake Tahoe Tourism Business Improvement District Support

North Tahoe business owners chose to pursue the formation of a Tourism Business Improvement District (TBID) to provide enhanced services to the North Lake Tahoe community and free up Transient Occupancy Tax dollars for public benefit projects related to transportation and housing. The TBID was approved by your Board on March 9, 2021. To support this effort, the NTBA and TCDA were asked to provide assistance and support for the TBID by completing the following:

- Outreached to business members
- Completed many one on one meetings with assessed businesses
- Addressed business owner concerns, and solicited testimonials and petitions for support
- Provided clear testimony and public comment to your Board at each public hearing on including benefits the TBID will provide.

The deep relationships that these associations have with their members and our community proved to be essential in building support for the TBID. In the coming year, it is expected that these organizations will continue to support and participate in TBID implementation as well as being key collaborators on other countywide economic development programs, like the new Business Retention and Expansion Project.

The executive directors of each organization will present an update to your Board summarizing their strategic planning process, activities completed per their contracts with the County, and the innovative and essential roles each organization played in supporting our local businesses adapt to changing economic conditions as a result of COVID-19 restrictions. Each contract was augmented by \$15,000 this year to help with additional demands posed by COVID-19, bringing each contract value to \$100,000 and is funded with Transient Occupancy Tax funds from the Tahoe Tourism and Promotions budget.

FISCAL IMPACT

None

ATTACHMENTS

