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Tahoe City Firehouse Properties Proposal



Alpine Defensible Space



Wildland
Firefighter
Foundation

LETTER OF INTEREST – Tahoe City Firehouse Properties

7.1 Letter of Introduction:

Our team's qualifications and experience stem mainly from past or current employment opportunities including wildland firefighter, fire inspector, professional athlete, and coffee roaster/shop owner (see Team Member section for details). We have no past participation in projects of similar nature or size, but one member is currently opening a coffee roaster/shop in Truckee, Ca. Another team member has plentiful experience working with TRPA during past employment with North Tahoe Fire Protection District. Our interest in this property is multifaceted. We wish to bring not only a sustainable, cooperative business to downtown Tahoe City, but also a meeting place for the community. We envision a multiuse facility that will give back to our community educationally as well as monetarily.

7.2 Signature Requirements

x  Jesse Shirley

7.3 Team Members:

Jesse Shirley (designated as lead contact) - Moving here from the Bay Area when he was 18 years old, Jesse Shirley and his family (wife Megan, daughter Audra, son Harkin and two dogs) currently live in Alpine Meadows. Professionally, he has served as a local wildland firefighter and fire inspector for 12 years with various departments (USFS, North Tahoe Fire, Northstar Fire). He maintains close ties to the Wildland Firefighter Foundation due to work related injuries sustained when he was employed by the USFS as a Hotshot. He currently sits on the Alpine Meadows Fire Safe Council and owns and operates Alpine Defensible Space. Alpine Defensible Space focuses on education, consulting, implementation and maintenance of defensible space in accordance with local and state laws.

Travis Ganong - Born in Truckee and raised in Alpine Meadows and Tahoe City, Travis Ganong represents our community and nation as a member of the United States Alpine Ski Team. Since joining the U.S. Ski Team at the age of 16, he has been on the world stage of alpine ski racing competing on the World Cup circuit, at numerous World Championships, and the Sochi Olympic Games. He is the director of skiing for Squaw Valley Academy. He is also a co-founder and co-owner of Pacific Crest Coffee Company, a new roastery and coffee house based in Truckee, Ca. He wishes to bring an additional storefront to his hometown of Tahoe City.

Wildand Firefighter Foundation - The role of the Wildland Firefighter Foundation is to honor past, present, and future wildland firefighters by helping maintain and grow the national monument established for those who had lost their lives, operate a financial fund providing assistance to the families of fallen wildland firefighters and to injured firefighters, and partner with private and interagency organizations to educate the public about wildland fires and promote excellence and safety in firefighting.

Ward-Young Architecture & Planning - The Truckee based design firm has a broad experience with both public agency projects and public-private partnerships. If selected we plan to contract with Ward-Young Architecture & Planning.

7.4 Relevant Project Experience

Travis Ganong, along with his co-founder and co-owner, are currently opening a coffee roastery and coffee house in Truckee, CA near the Pioneer Center.

7.5 Project Approach

The Tahoe City Firehouse Property (TCFP), or as we hope to rename it, the PUBLIC House, would be renovated into a three-level fire themed alehouse and multi-use space. The primary business would be a fire themed alehouse. The bottom floor would house the main bar and seating area. This area could easily be reconfigured for other uses including lectures, meetings, classes etc. The second floor would include some employee housing, and additional bar/restaurant seating surrounded by an interpretive and educational center. Ideally, locals and tourist alike could learn about the history of the Tahoe area in relationship to forest ecology and fire. The rooftop could provide additional seating, potentially a second bar, and an open-air venue for hosting events including but not limited to parties, musical performances and yoga classes. We plan to build a historic full-scale, outfitted fire lookout at the front right corner of the current structure. In addition to providing aesthetic value, it would serve as an educational tool giving visitors a chance to try their hand at triangulating a proposed fire, view landmarks around the basin, and just appreciate the spectacular view.

Food for the alehouse would primarily be contracted through rotating food trucks parked out front on the apron. Additionally, a small kitchen would be constructed on the ground floor for use when needed, or rented out for classes.

Drinks/Alcohol would likely be provided by a California based brewing company and other local vendors. Current discussions are underway with Sierra Nevada Brewing Co. and Lagunitas Brewing Co.

Pacific Crest Coffee Company would occupy the office space between the firehouse and North Tahoe Arts Building. This shop would provide coffee and baked goods.

The Wildland Firefighter Foundation would help design and contribute to the interpretive and education center on the second floor.

We plan to renovate the old Tahoe Community Center building, but keep the current tenets, North Tahoe Arts, as we believe they are vital members of the community and would complement our overall vision. Additional employee housing could be constructed above the existing art gallery.

We plan on certifying the new business as a benefit corporation. This would provide transparency as well as a sense of local ownership and buy-in among staff. A portion of all

proceeds would be given back to the community through donations towards fire safety, education, and implementation of defensible space projects.

7.6 Financial Reference

At the current juncture, this project would be funded in part by both team members and private donors.

7.7 Reference

No financial/lending references are available.

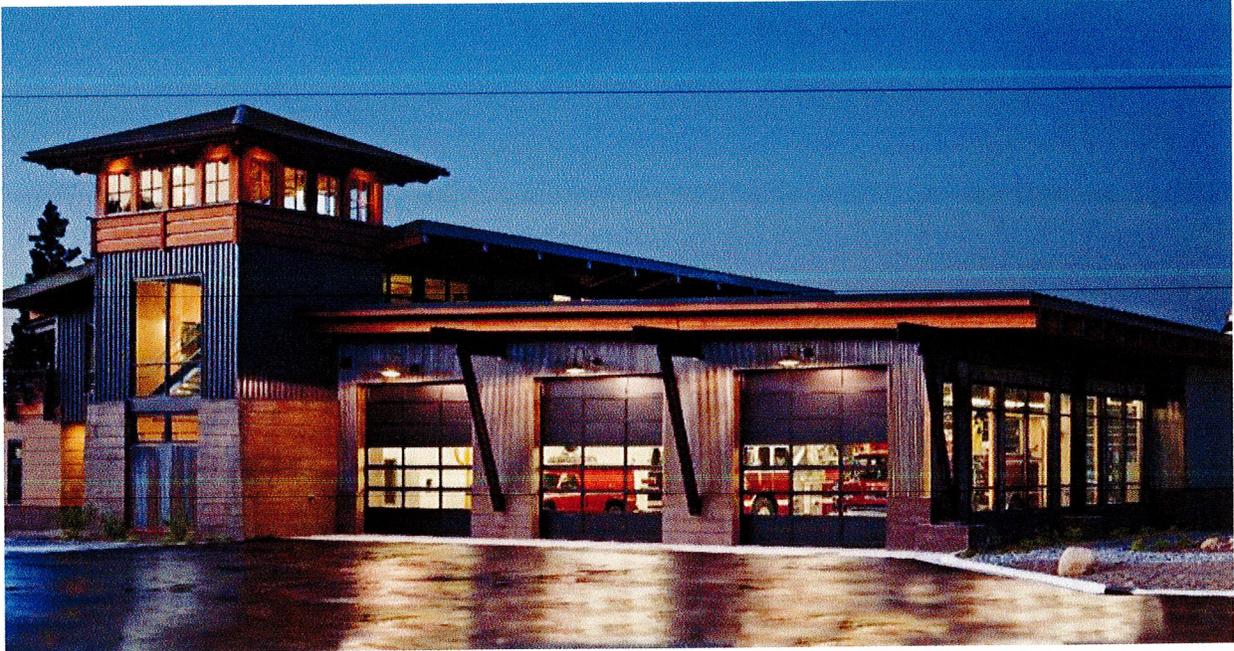
7.8 Litigation History with Public Agencies

None

7.9 Lease Terms

We are interested in a long-term lease. Financially, the lessor would be responsible for: treating asbestos and lead paint on current premises, replace wood shake roof with class A non-combustible material, ADA compliance upgrades, and upgrades to windows, lighting, heating, and etcetera to meet LEED certification standards. The lessor would maintain the property's entire original infrastructure including the above upgrades.

Lookout concept



Northstar fire station designed by Ward & Young



Representation of a traditional lookout