



**MEMORANDUM
COUNTY OF PLACER
Office of Economic Development**

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DATE: Tuesday, April 24, 2012
TO: Honorable Board of Supervisors
FROM: Holly Heinzen, Interim County Executive Officer
David C. Snyder, Director

**SUBJECT: PRESENTATION REGARDING THE CURRENT STATUS OF THE
TAHOE CITY DOWNTOWN ASSOCIATION AND NORTH TAHOE
BUSINESS ASSOCIATION**

ACTION REQUESTED - None. Information only.

BACKGROUND

- a. Founded in 2004, the Tahoe City Downtown Association's mission is "to enhance and promote a vibrant and prosperous commercial and social center for the residents of and visitors to Tahoe City". With more than 140 local members, TCDA is implementing "Main Street" principles, and providing 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. TCDA works with many local partners including the North Lake Tahoe Resort Association/Chamber of Commerce/West Shore Association, as well as the local chapters of Rotary, Kiwanis and others. Placer County's Redevelopment Department provides financial support in the amount of \$65,000 per year, terminating October 31, 2012.
- b. The mission of the North Tahoe Business Association is to improve the economic well-being of the business community and enhance the quality of life through the creation and long-term preservation of a vibrant community. The NTBA strives to provide leadership and facilitate revitalization efforts to create a healthy balance of commerce, employment, entertainment and livability while preserving the unique beach town atmosphere of North Lake Tahoe. The NTBA represents the Bay to Bay business community – Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay. The NTBA is a 501 c 6 not for profit community benefit membership organization with approximately 150 members. Placer County's Redevelopment Department provides financial support in the amount of \$65,000 per year, terminating October 31, 2012.

ENVIRONMENT IMPACT – None.

FISCAL IMPACT – None.

