



MEMORANDUM  
COUNTY OF PLACER  
Office of Economic Development

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**DATE:** Monday, April 22, 2013  
**TO:** Honorable Board of Supervisors  
**FROM:** David Boesch, County Executive Officer  
David C. Snyder, Director

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

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**ACTION REQUESTED** - None. Information only.

**BACKGROUND**

- a. The mission of the North Tahoe Business Association (NTBA) 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.
- b. Founded in 2004, the Tahoe City Downtown Association's (TCDA) 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.

**ENVIRONMENT IMPACT** – None.

**FISCAL IMPACT** – None.