



COUNTY OF PLACER
Office of Economic Development

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DATE: April 28, 2015
TO: Honorable Board of Supervisors
FROM: David Boesch, County Executive Officer
David C. Snyder, Director 
SUBJECT: Presentation Regarding the Current Status of the Tahoe City Downtown Association

ACTION REQUESTED: Receive a presentation from the Tahoe City Downtown Association providing the Board with an annual update on the status of the Organization.

BACKGROUND: 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 180 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.

