



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 North Tahoe Business Association.

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

BACKGROUND: 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 over 180 members.

ENVIRONMENT IMPACT: None.

FISCAL IMPACT: None.

