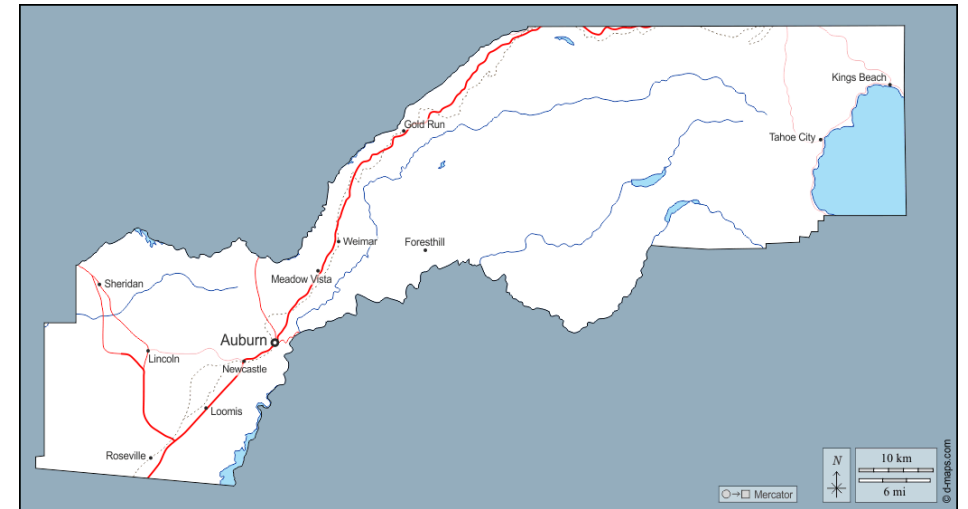
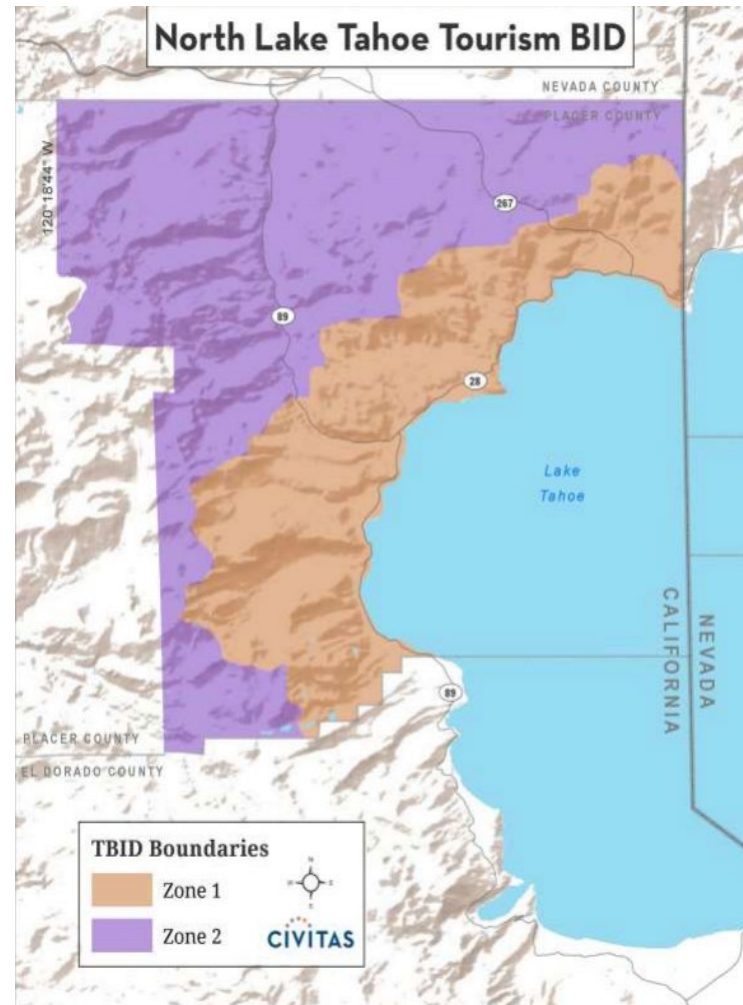




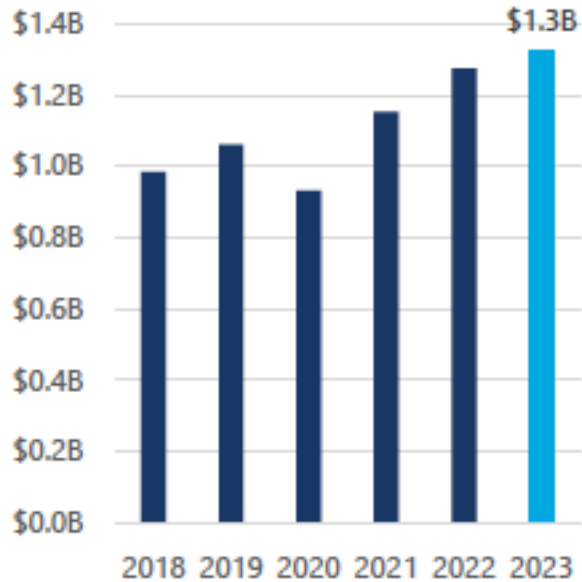
REDEFINING THE RELATIONSHIP BETWEEN COMMUNITY
ECONOMY AND ENVIRONMENT

OUR SERVICE AREA



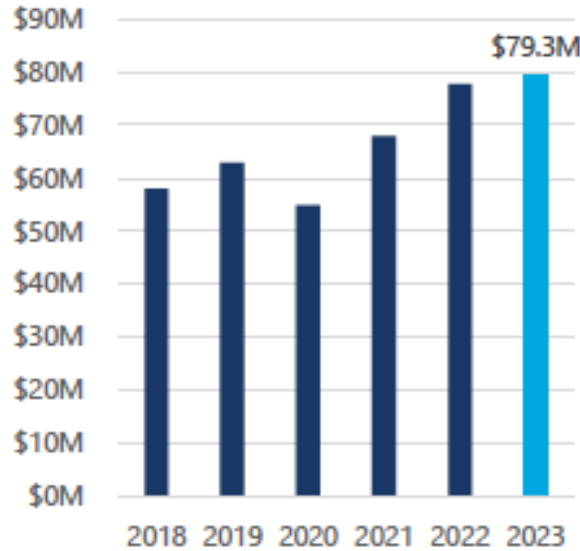
TOURISM ECONOMIC IMPACT

Direct travel-generated spending increased by \$46.6 million in 2023.



Direct travel-generated spending grew from \$1.28 billion in 2022 to \$1.32 billion in 2023, an increase of 3.7%. From 2018 to 2023, North Lake Tahoe travel spending grew at a compound annual growth rate of 6.1%.

Direct travel-generated tax revenue increased by \$1.6 million in 2023.



In 2023, regional tax revenue generated by travel spending was \$79.3 million, a 2.1% increase compared to the previous year. From 2018 to 2023, North Lake Tahoe tax revenue grew at a compound annual growth rate of 6.5%.

2023 Local Tax and Assessment Revenue: \$27m TOT, \$7m TT BID

North Lake Tahoe - California

Historical Trend Tables

Direct Spending Detail

	2018	2019	2020	2021	2022	2023	% Change*	
							22-23	19-23
	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%
	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%

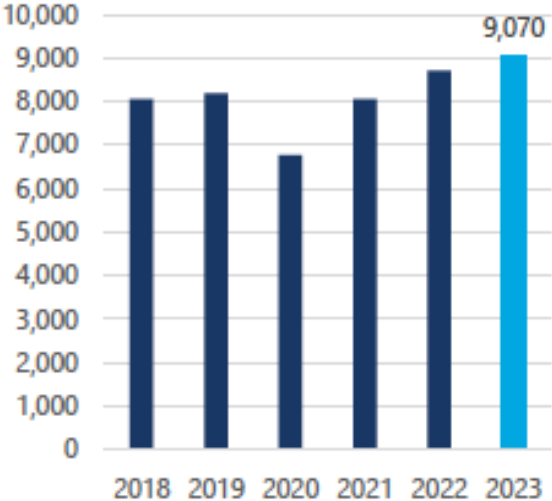
Placer / Impacts, Summary

Direct Travel Impacts, 2014-2023p

2018	2019	2020	2021	2022	2023	% Chg.
						22-23
1,315	1,397	1,057	1,159	1,321	1,336	1.2%

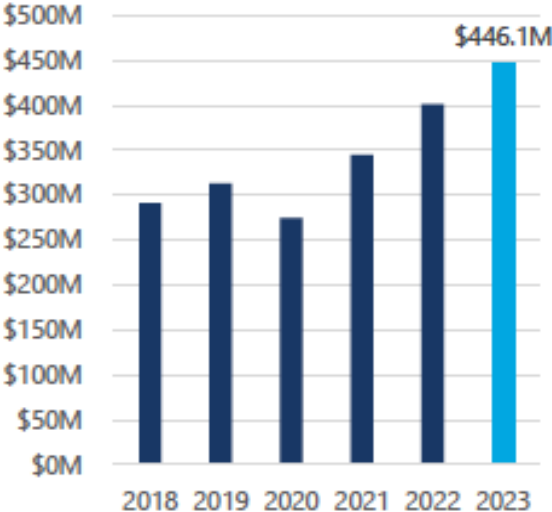
TOURISM EMPLOYMENT IMPACT

Direct travel-generated employment increased by 366 jobs in 2023.



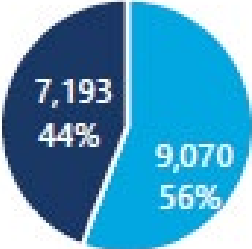
Direct travel-generated employment grew from 8,704 to 9,070 jobs in 2023, a 4.2% increase from the prior year. From 2018 to 2023, North Lake Tahoe travel employment grew at a compound annual growth rate of 2.4%.

Direct travel-generated earnings increased by \$44.9 million in 2023.

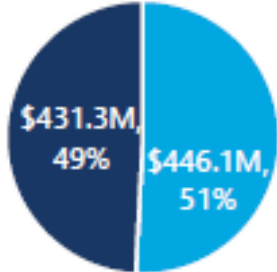


Direct travel-generated earnings grew from \$401.1 million in 2022 to \$446.1 million in 2023, an increase of 11.2%. From 2018 to 2023, North Lake Tahoe travel industry earnings grew at a compound annual growth rate of 8.9%.

Travel Generated Employment Share of Total Employment



Travel Generated Earnings Share of Total Earnings



■ Travel ■ Non-Travel

We Have Issues

Keep Tahoe poop-free: Protect the environment, pick up after your pets

News [FOLLOW NEWS](#) | December 24, 2015

Toree Warfield
Toree's Stories



Things would be a lot easier if our pooches could use a human toilet. But that's just not the reality of things. Getty Images / iStockphoto

LAKE TAHOE – Statistically, 55 percent of American households include at least one dog. I did some rough calculations and research involving the populations around the lake combined with that statistic to conservatively estimate that the dog population in communities bordering Lake Tahoe is somewhere around 9,000.



TAHOE MOUNTAIN NEWS

"Overtourism"

In this month's Cover Story, editor Heather Gould explores the recent phenomena of "overtourism," its impact on Tahoe, and what experts are doing to control it.

AT&T M-Cell 7:29 PM

Bruce Toy Jr. Incline Village

6m · 📍

Is this acceptable? We didn't think so. After a false alarm call at Secret Cove, the North Lake Tahoe Fire Dept, Engine and Medic 11 crews cleaned all of this up. We all can do better.

Lake Tahoe forest officials seeing increase in illegal campfires

News [FOLLOW NEWS](#) | July 23, 2020

Laney Griffo [FOLLOW](#)
lgriffo@tahoedailytribune.com

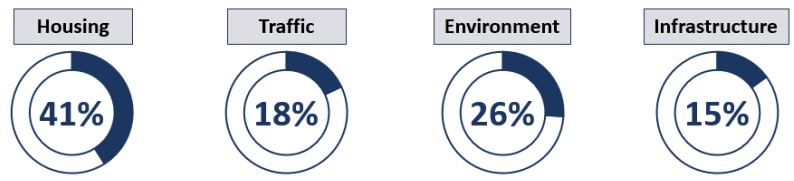


Agenda Item No. VI.A



Category by the highest priority

Highest Priority



NEED FOR FUNDING

The Tourism Master Plan (Updated 2009 & 2015) outlined a significant short fall in financial resources to accomplish plan

- 2% TOT funds alone cannot fund needs
- TOT only taxes lodging
- What are best options for broadening our locally generated and overseen funding resources to benefit our community, its visitors, and our environment?

TRANSFORMATIONAL CHANGE

NLTRA

Destination Marketing Organization

Tourism & Marketing First

Reliant on Placer County for Funding

Supporting Role in Critical Community Strategies and Solutions

Enhance the Regions Vibrancy

NTCA

Destination Management Organization

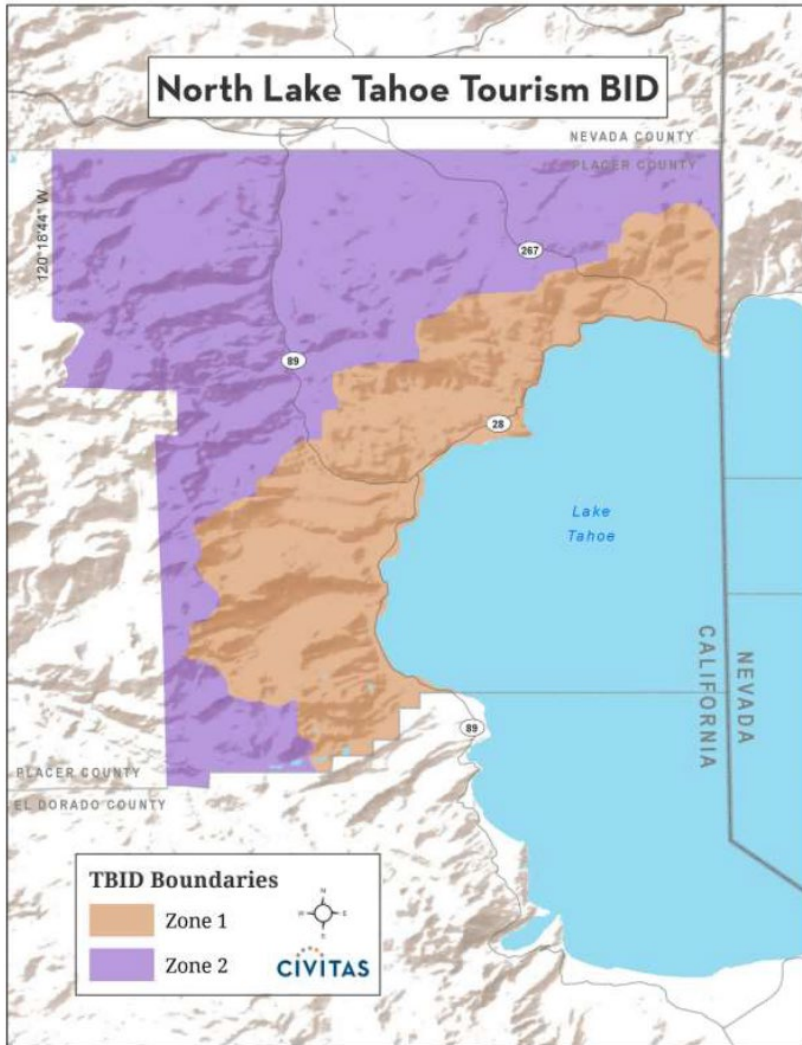
Elevate the Experience of Lake Tahoe for All

Minimal County Funding / TBID Funding Source

A Community Force: Convener, Coordinator, Driver, Influencer and Manager

Leader and Innovator of Destination Strategies and Solutions

From Destination Marketing to Destination Management & Stewardship



- TOT funds alone cannot fund needs
- Change in Purpose, ORG, and Funding Source
- Most promising funding –TBID that assesses tourism-related businesses, lodging, retail, restaurant, activities & attractions
- Verticals: DMO, Chamber, CVB, Destination Management
- Pillars Economic Health, Community Vitality, Environmental Stewardship
- Econ Dvp, Business Advocacy & Support, Transportation, Tourism Impact Mitigation, Visitor Centers, Marketing & Promotions, and Special Events

NLT TBID SERVICES

NLT TBID is an assessment district providing specific benefits to assessed businesses by funding:



- Marketing, promotions and special events
- Visitor services & visitor centers
- Sustainability and mitigation of human impacts
- Business support and advocacy
- Economic development & transportation



The NLT TBID Management District Plan (MDP) specifies the use of TBID funds and outlines the budget by category



TOT-TBID DOLLARS AT WORK



Reinvests TOT and TBID dollars generated in North Lake Tahoe into projects that contribute to community vitality, economic health, environmental stewardship, and benefit residents, businesses, visitors, and environment.



TOT-TBID Dollars At Work

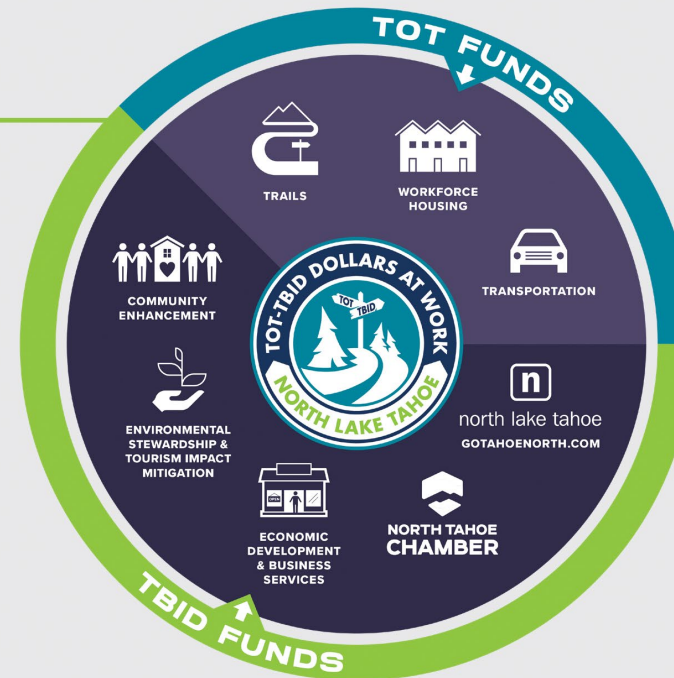
TOT + TBID	
TBID TOTAL	– \$6.5 million
TOT	<ul style="list-style-type: none"> • \$4.25 million CAP funding
	<ul style="list-style-type: none"> • \$4.5 million now goes to Housing, Transportation and Infrastructure

- 8% County Wide TOT, 10% Eastern PC
- TOT Funding from 2% ballot Measure – TMP Infrastructure, Housing, and Transportation
- Transportation & Workforce Housing funds are “Freed UP” TOT
- Total investment pot of \$11mm annually

REINVESTING TOURISM REVENUE IN OUR COMMUNITY

TBID FUNDS

are generated by an assessment of all gross revenues on tourism related businesses*. These assessments are generally passed on to the customer at the point of sale. TBID revenues generate approximately \$6m per year to be reinvested in our community.



TOT FUNDS

are generated by a lodging tax paid by guests staying in hotels and vacation rentals. TOT revenues generate approximately \$11m per year to be reinvested in our community.

* Tourism related businesses include lodging, restaurants, retail, and activity providers.

TOT-TBID DOLLARS AT WORK INVESTMENT Grant Cycles

- Reinvests TOT and TBID dollars generated in North Lake Tahoe into projects through our Annual, Sponsorship, and Emergent grant cycles.
- 2 years, 3 cycles, almost 60 projects funded.



WORKFORCE HOUSING



ENVIRONMENTAL STEWARDSHIP



TRANSPORT



TRAILS



COMMUNITY ENHANCEMENT



- Tahoe Housing HUB
- WHPP
- Landing Locals
- ADU Accelerator
- SCH Direct Assistance Program

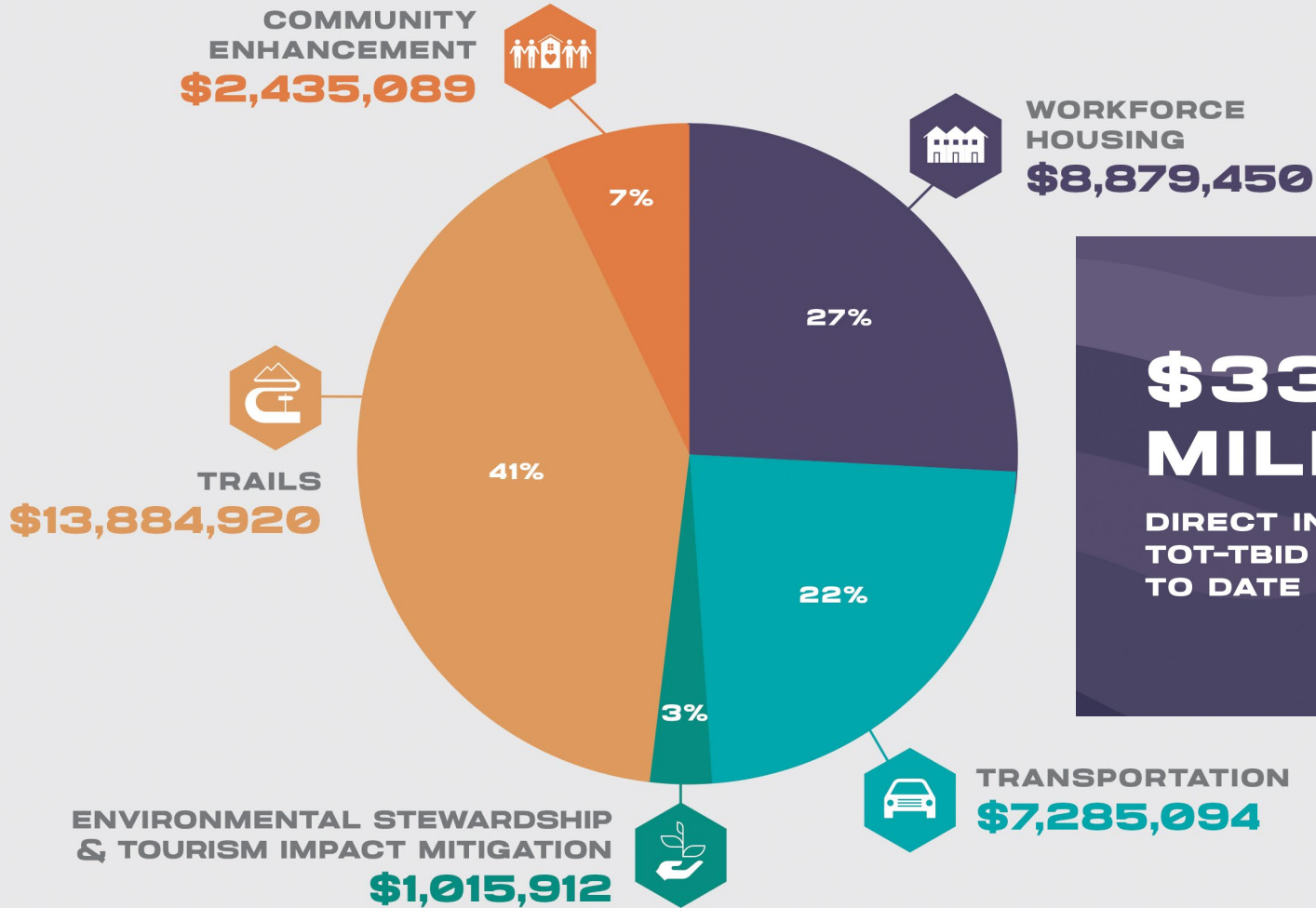
- Lake Tahoe Ambassador Program
- Be-Bot Beach Cleaning
- Clean Up the Lake Deep Dive
- Don't Drop the Top

- TART Connect
- Winter Park and Ride
- Adaptive Corridor Management Study
- North Tahoe Van Pool

- Martis Valley Trail
- NT Mountain Bike Bypass
- Tahoe City Bike Path repair/replace
- NT Regional Park trail access improvements

- Dollar Creek trail grooming
- TC XC Lodge Project
- Revitalize Watson Cabin
- Accessibility At NT Beach

PROJECT INVESTMENTS



\$33.5 MILLION
DIRECT INVESTMENT OF
TOT-TBID DOLLARS AT WORK
TO DATE

Committee DESIGN AND PURPOSE

The NTCA creates diverse committees, representative of the North Lake Tahoe community, and dedicated to supporting the community's interests and needs.

- Gather individuals with expertise to better inform decisions
- Increase diversity of representation from community
- Provide understanding of varying regional needs
- Deliver recommendations to the BOD
- 4 committees & BOD – 54 people

LAKE TAHOE DESTINATION STEWARDSHIP COUNCIL



Partnerships That Shape our Future



Newly Added
Council Members



VAIL RESORTS



- 34 Regional Partners
- Shared Vision for Tahoe
- 32 Priority Actions
- 4 Action Committees
- Success of coordinating 4th of July





THANK YOU!

