



## FOR IMMEDIATE RELEASE

### **North Tahoe Community Alliance to Collect Public Input on Fall Grant Cycle Priorities**

*Community workshop will take place July 12 virtually and in person at the North Tahoe Event Center*

**NORTH LAKE TAHOE, Calif. (July 5, 2023)** - The North Tahoe Community Alliance (NTCA) will host a community workshop on July 12 from 5:00 p.m. to 7:00 p.m. to collect additional public input on its fall grant cycle funding priorities. Interested community members can participate in the workshop virtually or in person at the North Tahoe Event Center in Kings Beach.

“The purpose of this meeting is to surface nuances of the priorities our community helped outline regarding how they’d like to put TOT-TBID Dollars At Work for the benefit of residents, businesses, and visitors,” said Tony Karwowski, NTCA president and CEO. “As one example, we’ve learned from previous community surveys that most prefer to support workforce housing rental projects and programs instead of home purchase projects and programs. It’s feedback like this that helps our committees and Board of Directors decide which project and program applications to support.”

This fall, the NTCA will officially launch its inaugural Annual Grant Cycle as part of the Community Vitality and Economic Health Investment Program introduced this past spring. Designed to make the TOT-TBID Dollars At Work program support a vibrant, year-round economy, eligible submissions must fit within one of several categories, including workforce housing, economic development, transportation, sustainability, mitigation of tourism impacts, or trails.

[Click here](#) to learn more about the NTCA’s Community Vitality and Economic Health Investment Program. To attend the July 12 community workshop virtually, [please join us on Zoom](#).

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### **About the North Tahoe Community Alliance**

The North Tahoe Community Alliance (NTCA) collaborates with regional stakeholders to make the TOT-TBID Dollars At Work program support a vibrant, year-round economy that benefits residents, businesses, and visitors of North Lake Tahoe. The organization also advocates for and funds local transportation and workforce housing solutions, visitor services, and promotes responsible and off-peak season travel with a focus on

stewardship education. Governed by a volunteer Board of Directors and committees comprised of local business owners and their representatives, the NTCA is funded by a Tourism Business Improvement District (TBID) in contract with Placer County. Formerly known as the North Lake Tahoe Resort Association, the organization was renamed the NTCA in 2023 to align with its new mission. Learn more at [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).

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