



FOR IMMEDIATE RELEASE

North Tahoe Community Alliance Selects 17 Projects to Receive up to \$20M in Sponsorship and Multi-Year Funding

TOT-TBID Dollars At Work support workforce housing, transportation, trails, and tourism mitigation initiatives

TAHOE CITY, Calif. (Sept. 6, 2023) - As part of the NTCA's new Community Vitality and Economic Health Investment Program, 17 projects and programs that benefit residents, businesses, and visitors in the areas of workforce housing, transportation, trails, and tourism mitigation services were selected to receive three years of funding support through the Sponsorship grant program. In total, up to \$20,027,558 in funds from Transient Occupancy Tax generated in Eastern Placer County and assessments from the North Lake Tahoe Tourism Business Improvement District (NLT-TBID) were recommended or approved. These grants unlock match funding of up to \$35,383,799 million that can be leveraged, bringing the total funding investment to \$55,411,357 million over the next three years.

The allocation impact of the funding supports initiatives in alignment with community feedback and Sponsorship program criteria include:

- Workforce housing: \$7,900,000 (39%)
- Trail Transit Corridor: \$5,700,000 (29%)
- Transportation: \$5,242,558 (26%)
- Tourism impact: \$1,185,000 (6%)

"To have reached this point, where funds generated both by the TBID and overnight guests who contribute TOT in our region are being reinvested in support of our residents, businesses, visitors, environment, and way of life, is a tremendous milestone," said Sue Rae Irelan, NTCA Board president. "The formation of the TBID is what helped get us to this point. Its creation also freed up TOT funds that previously supported destination marketing efforts that have since been reallocated to help fund these initiatives."

Proposals approved by the NTCA Board of Directors as recommended by the TBID Zone 1 and TBID Advisory committees to receive \$2,515,558 in TBID funding include:

- BEBOT Beach cleaning robot 3-year deployment and youth/adult education, outreach and advocacy in North Lake Tahoe
- Lease to Locals Program
- Tahoe City Park & Ride winter operation (USFS 64 Acre parking lot snow removal)
- Tahoe Wildfire Preparedness Guide

- Secline Beach enhancement project

Proposals recommended to the Placer County Board of Supervisors by the NTCA Board of Directors, TOT and CAP committees for allocation of \$17,512,000 in TOT funds include:

- North Tahoe Trail Segment 1
- Tahoe City Downtown Access Improvements
- TCPUD multi-use trail system (trail segment reconstruction project)
- Resort Triangle transportation plan project component (SR89 & SR267 adaptive corridor management/transit priority)
- Pam Emmerich Memorial Pinedrop Trail reconstruction and extension
- Kings Beach Western Approach Project
- Workforce Housing Preservation Program
- RTTP Project Component (TART Connect expanded service hours)
- Chalet Blanc mixed-use achievable housing project, Tahoe City
- Dollar Creek Crossing mixed-use achievable housing project

Proposals recommended for a combination of TBID and TOT funding include:

- Resort Triangle transportation plan parking management program in Kings Beach
- Sierra Community House's workforce housing advocacy and direct assistance program

"The Community Vitality and Economic Health Investment Program gives North Lake Tahoe a unique opportunity to address the priorities our community has determined are most important to those who live, work and play here," said Tony Karwowski, NTCA president and CEO. "I want to thank the members of all four volunteer committees, the TBID Advisory, TBID Zone 1, TOT and CAP committees, for their hard work and dedication to working through this process on behalf of our community."

The four committees convened by the NTCA reviewed the project applications and determined which investment opportunities to sponsor. The NTCA Board of Directors approved the committee recommendations for TBID-funded investment opportunities and recommended TOT-funded investment opportunities to the Placer County Board of Supervisors for their consideration and approval at their [October 17 meeting](#).

Learn more about the NTCA Community Vitality and Economic Health Investment Program, the projects that have been funded, and how the TOT-TBID Dollars At Work program supports a vibrant, year-round economy in North Lake Tahoe at www.northtahoecommunityalliance.com.

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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.

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