

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
 Alyssa Reilly, North Tahoe Business Association | **Jody Poe**, Tahoe.com
Greg Long, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort
 Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
 North Lake Tahoe Resort Association Board Member: **Jim Phelan**
 North Lake Tahoe Resort Association Board Member Alternates: **Karen Plank/Aaron Rudnick**
 Placer County Representative: **Erin Casey/Emily Setzer**

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/85873850028?pwd=WjBGRXMzUDFKbEQ0UIJ4UEdwbzhvQT09>

Meeting ID: 858 7385 0028

Password: 294847

+1 669 900 9128 US (San Jose)

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
3. Agenda Amendments and Approval – **MOTION**
4. Approval of Meeting Minutes
 - a) Thursday, April 9, 2020 – **MOTION**

Discussion & Strategy:

5. Update: NLTRA’s Business & Visitor Response Efforts – Jeffrey Hentz
 - Business Readiness Toolkits
 - Signage
 - PPE Equipment
 - Visitor Readiness Toolkit & Recovery Campaign
6. Committee Updates:
 - a) Squaw Valley: Caroline Ross
 - b) Kings Beach: Alyssa Reilly
 - c) Tahoe City: Kylee Bigelow
 - d) Incline Village: Greg Long / Paul Raymore

e) West Shore: Kay Williams

7. Placer County Economic Development Update – Emily Setzer (10 minutes)

8. Adjournment

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER
COLLABORATIVE MEETING**

Thursday, April 9th at 1:00pm

Via Zoom

PRELIMINARY MINUTES

Committee members that called-in: Caroline Ross, Kylee Bigelow, Greg Long, Alyssa Reilly, Emily Setzer, Kay Williams, Jim Phelan, Liz Bowling

Staff/Presenters that called-in: Jeff Hentz, Anna Atwood, Sarah Winters, Sherri Conway

1. Call to Order – Establish Quorum at 1:05pm
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
Liz stated she has one amendment to the agenda today; NLTRA's Gift Card effort and will be included under item 5.
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from February 27, 2020 (Caroline Ross/Greg Long) (7/0)
5. NLTRA's Response to the COVID-19 Pandemic and Gift Card Recovery Program
Jeff shared some of the response efforts to the COVID-19 pandemic:
 - Stakeholder calls started mid-March including businesses, government and non-profit partners. The last topic of the stakeholder call was Securing a Financial Lifeline Through Covid-19.
 - Overall multi-facing messaging strategy including consumer, media, business and local community that has evolved in great collaboration with the Placer County team.
 - NLTRA has become a core communication central. Weekly calls conducted with the Placer County officials and NLTRA's Executive Committee Board Members.
 - Jeff stated the new landing page on our website includes resources such as: Public Official Directives, Community Resources Grocery Store Hours & Mental Health, Local Business Openings and Virtual Offerings, Support Local Businesses, Resources for Business & Non-Profits, Resources for Employee and for Residents, Restaurants offering curbside Pickup and Delivery, Travel Resources and Public Health Resources.
 - A Covid-19 Business Survey will be sent out next week.

Sarah shared she has been working on a Gift Card Recovery Program along with TCDA and NTBA to support local businesses. This effort is an online program that features local businesses selling gift cards by phone or online. The e-commerce site will be hosted by NLTRA.org and will connect directly to the businesses encouraging a Shop Local message. Secondly, a toolkit that will help businesses not currently selling gift cards can learn how to do so.

Comments:

- Is Incline businesses included? Sarah shared they are included. Currently Truckee businesses are not included.
- Emily questioned if there will be link to existing businesses that offers gift cards and will there be help for those that don't offer gift cards? Sarah stated it will link to existing businesses that sells gifts cards and a toolkit is being worked on for the businesses with no gift card program.
- Is there a fee for Gift Up? Sarah shared there is no fee for this.
- Sarah stated this is in its early phase and more research will be done on other website or apps.
- How do we protect the consumer? What if their business is not in business next winter? Some of this is still being worked on but there is an assumption that the businesses will do tracking on their own. Sarah shared it's a referral platform and it will be their responsibility to track and NLTRA assume no liability. This will go through our legal team.
- Can ROI be tracked? Click throughs? Sarah shared click throughs can be tracked to each individual website but ROI at this time can not be tracked.
- Could the businesses use Instagram as advertisement for this program? Kylee will research this possibility.

6. Stronger Together Community Campaign

Liz shared that messaging has been sent out for the safety of full-time residents, North Lake Tahoe and Placer County continue to communicate with media partners and potential travelers to reiterate Stay Home and Shelter in Place orders. These are aligned with Truckee and South Lake Tahoe's efforts. In addition, a series of videos comprising the Stronger Together message will continue to be shared through NLTRA's digital channels including the website, newsletter and Facebook page with messages from local leaders focused on business and community recovery, media, health officials, emergency responders and business owners eliciting hope and optimism.

Jim raised concerns with a rumor that recently went out, that the lake will be shut down for boating this summer. This is not only a concern for all the marinas but also boat docks and rental boat concessions. He stated his plan is moving forward as if we have a relatively normal summer. The local marinas and businesses are starting to prepare for summer, and he asked the Chamber of Commerce step in to help with some of the regulatory and government agency outreach. Jeff will reach out to Jim on behalf of NLTA and will schedule a phone call and meeting to follow up.

Action to Jeff: Follow up with Jim at the Tahoe City Marina.

7. Event Update

Squaw Valley/Caroline Ross: Canceled events: Tahoe Truckee Earth Day. Rescheduled Events: Made in Tahoe Festival moved from Memorial Day weekend to October 10-11, 2020. Caroline shared she is concerned about Bluesday Tuesdays music series.

NTBA/Alyssa Reilly: NTBA is moving forward as if Fireworks on July 3 and Music on the Beach will happen this summer. The biggest piece is fundraising for these events as there is no outreach for sponsorships right now. They have discussed post event sponsorships with some businesses. Alyssa shared that Clean Up day in May will be moved to September.

TCDA/Kylee Bigelow: Food & Wine Classic will be postponed or canceled. She continues conversations with wineries and vendors and will let us know of its status. There is a meeting next week regarding the Concerts at Commons Beach. Kylee shared they are also not reaching out for sponsorship ask and there

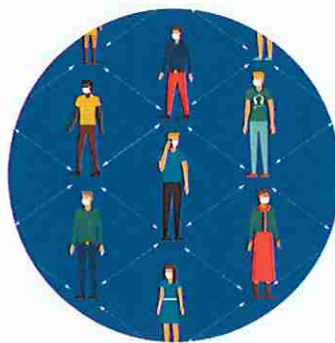
is a possibility that it may be happening just half the season. 4th of July Fireworks is moving forward like it will happen along with Oktoberfest.

Incline Village/Greg Long: 4th of July Fireworks in Incline Village will most likely not happen this year, but final call will not be made before May 1.

8. Placer County Economic Development Update – Emily Setzer and Sherri Conway
Sherri shared they are working closely with SBC (Sierra Business Council.) SBC has lots of helpful resources and additional staff who will help guide you to what programs may be right for you. Within the last two weeks Placer County received 38 notices from business with lay-off and those only include businesses with 50 or more employee's so the numbers are high, and these numbers doesn't include the smaller businesses affected. She shared some of the sectors that we will start opening sooner than later. Emily shared she has been working closely with local business organizations along with staff at the Economic Development office and offered other businesses to join in on the weekly calls.
9. Adjournment
The meeting adjourned at 1.25pm.



THIS BUSINESS IS COVID COMPLIANT



RISK ASSESSMENT

We have performed a detailed risk assessment to ensure the safety of our customers.

EMPLOYEE SAFETY

We have trained employees on how to limit the spread of COVID, screen for symptoms, and stay home if they are sick.

CLEANLINESS

We have implemented disinfecting protocols and require facial coverings.

PHYSICAL DISTANCE

We have implemented physical distancing guidelines.

PROTECTION PLAN

We have implemented a site-specific protection plan to ensure compliance with state guidelines.

SCREENING

We have implemented individual control measures and screening procedures.



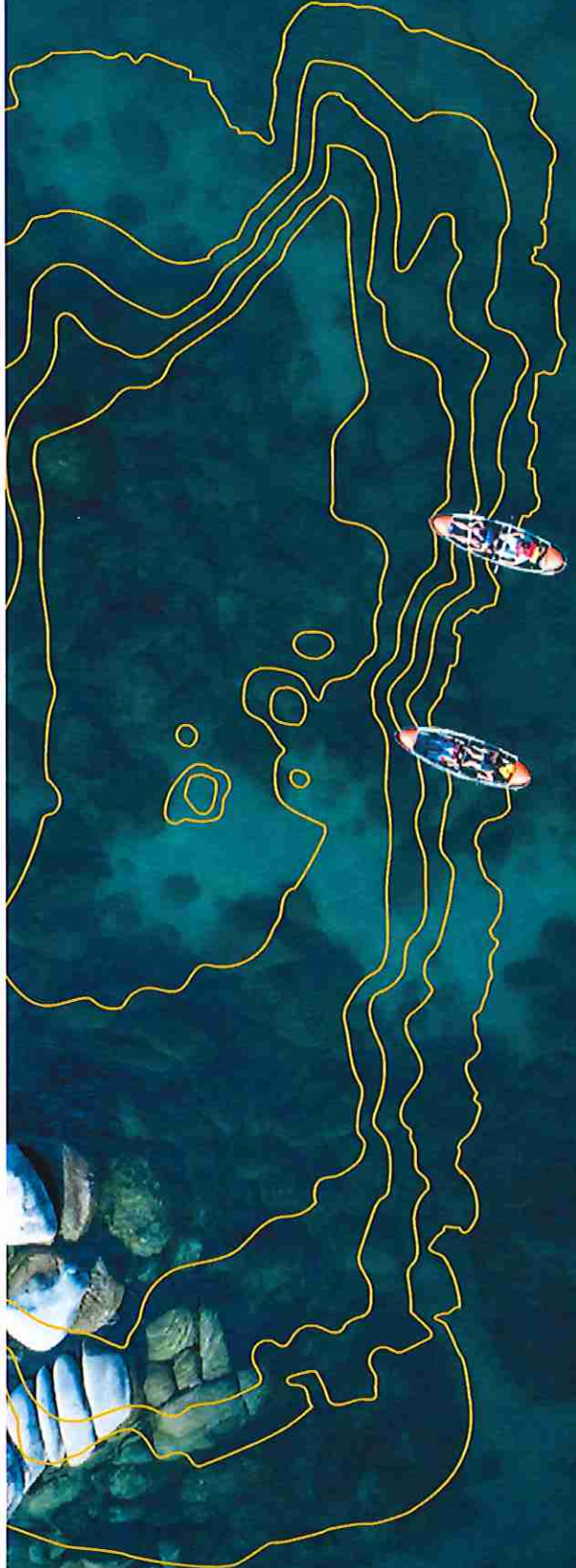
The North Lake Tahoe business community is committed to the health and safety of our visitors and residents. This business is compliant with State guidelines and has taken additional steps to ensure your wellbeing.



north lake tahoe

KNOW BEFORE YOU GO
INFORMATIONAL GUIDE





C O N T E N T S

Get Back to Nature	1
Welcome Back	2
Responsible Travel & Tourism	3
Helpful Hints	5
<i>Industry-Specific Tips</i>	8
Outdoor Recreation	9
COVID-19 Friendly Activity Suggestions	13
Daydreaming of North Lake Tahoe	15
Stronger Together	16
Resources	17



GET BACK TO NATURE

It's human nature to seek a connection with the outdoors and North Lake Tahoe is an ideal destination to do just that. Lots of open space. Endless outdoor activities. Fresh air and plenty of opportunities to get away in your own backyard. From towering tree-lined mountains to crystal blue shorelines, there's no better place to reconnect with nature. As we all start to lace up our boots, dust off our kayaks and zip up our backpacks, it's time to give in to our innate need to explore, wander and revel in the beauty that we've been missing. But we also need to remember to be responsible travelers. North Lake Tahoe hopes this guide provides you the necessary tools to understand what to know before you go.

WELCOME. WE ARE SO HAPPY TO HAVE YOU BACK.

Like many communities, the North Lake Tahoe region was significantly impacted by the COVID-19 pandemic. North Lake Tahoe's economy and workforce is rooted in tourism and for decades our communities have been supported and enhanced by visitors and part-time residents alike. By visiting North Lake Tahoe, shopping locally and experiencing our culinary offerings, you are contributing to the viability of our incredible mountain destination.

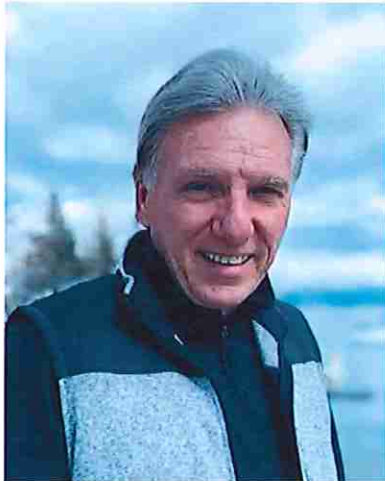
Local businesses continue to go above and beyond to put new protocols in place that adhere to state guidelines for the safety of guests and residents. They have demonstrated unwavering resilience in this most challenging time and like us, are thrilled to welcome you back.

Thank you for choosing North Lake Tahoe. We are most grateful for your continued support and wish you the very best during your stay and beyond.



Andy Chapman

President & CEO
Incline Village Crystal Bay
Visitors Bureau



Jeffrey Hentz

CEO
North Lake Tahoe Resort Association,
Chamber of Commerce & CVB

A photograph of a man and a woman kayaking on a lake. They are both wearing blue life jackets and sunglasses. The woman is in the foreground, wearing a pink cap and holding a black paddle. The man is behind her, also holding a paddle. The water is clear blue, and there are rocks and trees in the background. A white rectangular box with a thin border is centered over the image, containing the text 'RESPONSIBLE TRAVEL & TOURISM'. A light blue topographic map overlay is visible on the left side of the image.

**RESPONSIBLE
TRAVEL & TOURISM**

RESPONSIBLE TRAVEL & TOURISM

In this new landscape of life during and after the COVID-19 pandemic, being a responsible traveler is now more important than ever. The magic of North Lake Tahoe lies in the culture of the community and the natural beauty that surrounds it. To us, a responsible traveler is aware of the effects their travel has on the destination and the culture – both positive and negative.

So, before embarking on your journey to our beloved region, we ask you to join us in preparing and embracing the mindset of a responsible traveler. Not only do we need to think about our footprint when traveling, but we also need to put safety and compassion at the forefront. We have outlined some tips we hope you'll consider before your adventures begin. Small changes can make a world of difference.

SAFETY TIPS

- ▶ Wash your hands, often.
- ▶ Avoid touching your nose, eyes or mouth.
- ▶ Keep 6 feet of physical distance from others.
- ▶ Wear a mask or face covering when in public.
- ▶ Cough or sneeze into your elbow or a tissue.
- ▶ Consider take-out and curbside services.

STAY EDUCATED

- ▶ Be well informed about the disease and the risks associated with it. See the [Resources page](#) for links to local and national resources for the most up to date information.
- ▶ Check in with businesses in advance to learn about their current modifications before arriving.

ACCEPT PERSONAL RESPONSIBILITY

- ▶ Fully weigh the implications of being away from home and be aware of the limited resources in our small, but mighty, mountain community.
- ▶ Be aware that North Lake Tahoe has a small healthcare system.
- ▶ Don't travel if you're sick. A lot of businesses are relaxing cancellation policies so you can feel comfortable staying home if you don't feel well.

EXPERIENTIAL TIPS

- ▶ Have patience as businesses navigate this uncharted territory.
- ▶ Respect business's requests.
- ▶ Seek and enjoy cultural experiences.
- ▶ Eat locally.
- ▶ Shop locally.
- ▶ Support community non-profits.

ENVIRONMENTAL TIPS

- ▶ Leave no trace – trash belongs in the can.
- ▶ Use reusable bottles – drink Tahoe tap.
- ▶ Say no to the straw.
- ▶ Respect wildlife – do not feed the bears.
- ▶ Only start a campfire in approved locations.



HELPFUL
HINTS

HELPFUL HINTS

Before you make your trip to North Lake Tahoe, whether for the day or for a few nights, make sure you have necessities with you and have made arrangements to ensure a safe trip.

WHAT TO BRING

▶ **Personal protective equipment (PPE) for the whole family**

- » Make sure to include masks, hand sanitizer, gloves and a thermometer.

▶ **Cleaning supplies**

- » Depending on the day, cleaning supplies can be scarce at grocery stores. To guarantee having supplies on hand, bring them from home. Consider bringing paper towels, wet wipes and cleaning spray.

▶ **Medications**

▶ **Patience**

- » Businesses are navigating new procedures and protocols to ensure your safety and the safety of their employees. Be patient, expect things to take just a little bit longer than normal.

THINGS TO DO IN ADVANCE

▶ **Call ahead**

- » Connect with your lodging property to ask any questions you may have, from cleaning procedures to touchless check-in.
- » Pre-book guided tours and pack your own equipment.
- » Make dining reservations and confirm services and hours align with your trip expectations.

▶ **Take responsibility to learn what businesses are doing to keep consumers safe**

- » Many businesses will be excited to share how they are going above and beyond.

▶ **Stay up-to-date on social media channels and business's websites for real-time information**

▶ **Set realistic expectations**

- » Expect things to move a little slower as everyone gets used to the new safety measures.

▶ **Set up tap-to-pay with your phone/smartwatch or contact-less credit card**

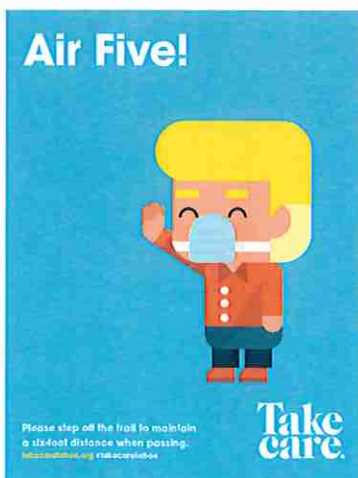
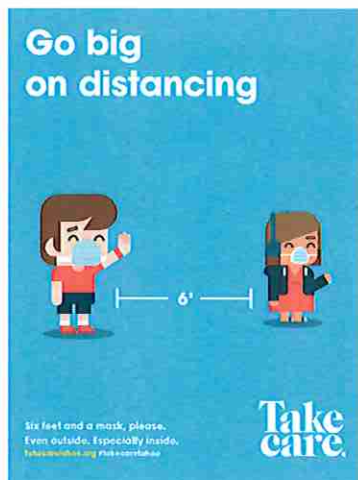


WHEN YOU ARRIVE

- ▶ **Wear a mask** and don't forget the rest of your PPE in the room or car.
- ▶ **Physical distance** and recreate only with the people in your home.
- ▶ **Use touchless payment or pre-pay** in advance when possible.
- ▶ **Anticipate closures** of shared facilities and restrooms.
- ▶ **Tahoe Area Rapid Transit (TART)** is operating.
 - » Services have been reduced and routes are subject to change.
 - » Passengers are asked to load through the rear door.
 - » Masks and physical distancing on the buses are strongly encouraged.
- ▶ **Look for instructional signage** and adhere to it.

Our friends at Take Care Tahoe created signage to help remind you of best practices. Below are examples, and you can see all tips at [TakeCareTahoe.org](https://www.takecaretahoe.org). Please respect business's requests – they're doing it for your safety and the safety of their employees.

TAKE CARE TAHOE >



INDUSTRY-SPECIFIC TIPS

BUSINESS UPDATES

In an effort to provide the most updated information in one spot, we're working closely with the business community to offer a list of open businesses and any modifications they are making. This **Current Business List** is being updated on a daily basis. However, please double-check business websites or give them a call for specific information as things are changing rapidly.

[CURRENT BUSINESS LIST >](#)

LODGING

- ▶ **Review pre-arrival procedures** for modifications.
- ▶ **Be prepared** to park your own car and carry your own luggage.
- ▶ **Look for signage** in shared spaces for directions on maintaining physical distancing.
- ▶ **Housekeeping** will look different.
 - » Expect rooms to be vacant for 24–72 hours prior to arrival and thoroughly cleaned following CDC guidelines.
 - » Many will not offer cleaning services during your stay (unless by special request).

RESTAURANTS

- ▶ **Take out** is a safe option for visiting your favorite North Lake Tahoe restaurant. Many restaurants have adjusted offerings to now provide these services, including delicious cocktails to go.
- ▶ **Dining in** – Be ready for some changes at your favorite North Lake Tahoe eateries.
 - » Many restaurants are requiring advanced reservations, so be sure to book ahead of time. Capacity will be limited due to physical distancing modifications.
 - » Wear a mask while not eating.
 - » Be on the lookout for signage directing you to the best way to enter and exit the restaurant, as well as the restrooms.
 - » No lines inside – many restaurants will be asking you to wait outside to avoid crowding.
 - » No sharing – communal condiments will be replaced with one-time-use items.
 - » Be prepared for shifts in menus, from items featured to the physical form they will take (online only, paper, large signs).

RETAIL

- ▶ **Look out for signage** with instructions on entering/exiting the store and physical distancing markers in check-out lines.

FARMERS MARKETS

- ▶ **One shopper per household** – Shop quickly and limit your visit to 30 minutes or less.
- ▶ **No on-site consumption** – Food purchases must be ordered to go, including hot food.

CASINOS

- ▶ **Nevada casinos are open**
- ▶ **Limited players at tables** – Three players at blackjack and other table games, four players at roulette and six players at a craps table.
- ▶ **Stringent cleaning procedures are in place** – Many resorts plan to disinfect dice between shooters, clean chips periodically and change card decks frequently.

A man and a woman are running on a rocky trail. The man is wearing a white t-shirt with 'izm' written on it, a grey cap, and sunglasses. The woman is wearing a yellow tank top, white shorts, and pink sunglasses. A golden retriever is running alongside them. The background features a large blue lake, distant mountains, and a clear blue sky. A white rectangular box with a thin orange border is centered in the upper half of the image, containing the text 'OUTDOOR RECREATION'.

**OUTDOOR
RECREATION**

OUTDOOR RECREATION

Not only is getting outside to enjoy nature allowed (and probably why you're visiting North Lake Tahoe), both the CDC and the states of California and Nevada are encouraging you to spend time in the outdoors. But, remember to explore and experience the outdoors safely and responsibly.

- ▶ **Check for restrictions or closures**
- ▶ **Recreate with only those from your household**
- ▶ **Wear a mask**
 - » Even outside, wear a mask when coming within 6 feet of other groups.
- ▶ **Go small or go home**
 - » Medical services are stretched thin. Stay close to access points and skip difficult terrain.
- ▶ **Keep it moving on the trails**
- ▶ **Play during off-peak hours**
 - » Try a sunrise hike or stargazing at night.
- ▶ **Bring personal protective gear**
- ▶ **Pack out trash**
- ▶ **Call ahead**
 - » Confirm rental equipment will be available and find out which items (helmets, gloves, etc.) you may need to bring with you.
 - » Ask about curbside pickup and delivery.
- ▶ **Park safely**
 - » If parking on the side of the road, make sure you're in an appropriate and legal area.
- ▶ **"Air Fives" are the celebration of choice**

HIKING AND BIKING

- ▶ **Lots of cars** at a trailhead means the trail is busy. Find another place to explore.
- ▶ **Don't congregate** at trailheads.
- ▶ **Choose wisely**
 - » Pick wide trails instead of single track, and loop trails rather than out-and-back trails.
- ▶ **For up-to-date information** about trails, visit:

[PLACER COUNTY TRAILS >](#)

(the California side of North Lake Tahoe)

[WASHOE COUNTY TRAILS >](#)

(the Nevada side of North Lake Tahoe)



BOATING

▶ Lake Tahoe “Tahoe Only” boating

- » Boating on Lake Tahoe is open to boats displaying “Tahoe Only” 2020 stickers.
- » Tahoe Regional Planning Agency (TRPA) has announced that no visiting boats, including “Tahoe In & Out” vessels, can launch until further notice.
- » Marinas will be able to issue “Tahoe Only” 2020 stickers once they receive stickers from the TRPA.
- » Properly certified rental boats are available from local marinas.
- » For the most updated boat launch and watercraft inspection information, visit:

[LAUNCH OPENING DATES >](#)

▶ Donner Lake boating

- » Submit a self-inspection form to the City of Truckee to receive your Aquatic Invasive Species sticker.

NON-MOTORIZED WATER SPORTS

Non-motorized watercrafts, like kayaks and paddleboards, are currently allowed on Lake Tahoe.

▶ Clean, drain and dry

- » Self-inspect your personal watercraft, every time prior to launching, to limit the spread of aquatic invasive species.

▶ Always wear a life jacket

▶ Rafting the Truckee River from Tahoe City

- » Rafting companies will be running at 50% capacity, so book your rafts early.
- » Advanced reservations are mandatory, no walk-ins will be allowed.

STATE PARKS AND BEACHES

▶ Check for restrictions or closures

- » Some state parks are discouraging sitting and/or sunbathing, so know the rules before you arrive.
- » Anticipate restrooms, public-facing facilities, playgrounds and trash receptacles to be closed or limited.

▶ Limited parking

- » Some state parks will have limited parking. Walk or bike if you can.

▶ Furry-friend rules

- » Check if dogs are allowed and, if so, follow the rules and use a leash.
- » If it's your dog, then it's your doody - please clean up, dog waste is an environmental pollutant.

▶ For up-to-date information about State Parks, visit:

[CALIFORNIA STATE PARKS >](#)

[NEVADA STATE PARKS >](#)

[TAHOE PUBLIC BEACHES >](#)

OUTDOOR ACTIVITY PROVIDERS

- ▶ **Carefully review** pre-arrival information for activity-specific modifications.
- ▶ **Bring** your hand sanitizer, gloves and masks.
- ▶ **Drink Tahoe Tap**
 - » Bring water to stay hydrated during your activities.
- ▶ **Digital forms**
 - » When possible, fill out release forms digitally before arrival.
- ▶ **Outside check-ins** will be more common.

GOLF COURSES

- ▶ **Tee times** are required in advance.
- ▶ **Bring your own clubs** if possible to avoid additional risk, and if that's not possible, confirm in advance that the course you're visiting has rentals available.
- ▶ **Golf carts and PPE**
 - » Be prepared to ride alone unless golfing with a member of your household.
 - » Masks are recommended for all golfers.
 - » Bring along your own disinfectant, for cart surfaces and golf clubs, and hand sanitizer.
- ▶ **Courses are encouraging "gimmies"** on the green to reduce crowding near the hole.
- ▶ **Communal course items**
 - » Be prepared to skip flagstick removal on the green or using items such as rakes, ball washers, etc.





**COVID-19 FRIENDLY
ACTIVITY SUGGESTIONS**

COVID-19 FRIENDLY ACTIVITY SUGGESTIONS

Looking for some activity inspiration during your time in North Lake Tahoe? Well we have you covered. Here are a few suggestions to inspire and delight!

ITINERARY SUGGESTIONS

Depending on the season and your interests, we've created some itineraries and activity suggestions with ideas on how to spend your days in North Lake Tahoe along with recommendations to some of our favorite spots.

[VIEW ITINERARIES >](#)

[SEE ALL TREASURES OF TAHOE >](#)

NORTH LAKE TAHOE BINGO

Get out and have some fun while still adhering to the physical distancing guidelines. Explore North Lake Tahoe with your family and take pictures of the items you find on the list! Print out this BINGO card and set off on a driving, biking or walking adventure around North Lake Tahoe. Fill out the whole card and you'll have experienced food, art, history, adventure and fun.

[PRINT BINGO CARD >](#)



Take a picture in the HUGE Squaw Valley chair in the Village	Eat dessert FIRST!	Buy a Gift Card from your favorite Tahoe eatery or shop	Find Howdy the Bear in the Village at Northstar	Find Monkey Rock and take a picture next to it
Eat a taco	Order delivery pizza	Cheers! Try a local Tahoe beer or kombucha	Order takeout from a restaurant you've never eaten at	Pick up some curbside coffee and pastries before a morning walk
Take a picture on your favorite Tahoe trail or walk	Find a car with ski racks on it	F R E E	Find the Penny bear (Hint: It's in Tahoe City)	Indulge in one of many cocktails around the lake
Take a picture in front of the Squaw Olympic Flame	Spot some Tahoe wildlife and shoot a picture	Take a bike ride along the Tahoe East Shore Trail	It's time for a sweet treat!	Spot a "Keep Tahoe Blue" sticker on a car
Leave an online review for your favorite Tahoe business	Pick up dinner curbside and eat somewhere with a beautiful view	Find a piece of public art in King's Beach and strike a pose in front of it	Hike to Eagle Rock and bring a picnic from home	Drink Tahoe Tap!

DAYDREAMING OF NORTH LAKE TAHOE

Still deciding if you're ready to visit right now? We completely understand. Right now is a time to listen to your gut, follow your heart and do what makes you the most comfortable. So if you're staying put for a while but are craving North Lake Tahoe, we have you covered. Here are some ways to support and love the region from afar until the time is right.

BUY A GIFT CARD OR DO SOME ONLINE SHOPPING

Supporting small businesses in North Lake Tahoe has never been easier due to a recently launched gift card and online shopping site. The new purchasing portal fosters a "Shop Local, Shop Small" message and features gift cards and links to online shopping from more than 100 local businesses, including lodging properties, retailers, activity providers and restaurants. The program is a simple but effective way to support the north shore business community and start planning your next trip.

[SHOP NOW >](#)

VIRTUAL EXPERIENCES

Through podcasts, movies, workouts, yoga, arts, music and virtual clubs, North Lake Tahoe invites you to escape and experience the region, through the comfort of your home. Get inspired, virtually, enjoying our destination from afar.

[EXPLORE TAHOE VIRTUALLY >](#)

PASS THE TIME PIECE-FULLY WITH A TAHOE PUZZLE

It can be hard to relax and find a sense of peace during this period of uncertainty. We find that piecing together a puzzle can have a calming effect on the mind and bring us back to the present when we might otherwise find ourselves preoccupied with other thoughts. So we developed a series of digital puzzles to help you relax and remind you of what it is you love about the region. Each puzzle offers a breathtaking visual of one of Tahoe's iconic landmarks. Be patient, use your discerning eye to assemble the pieces and enjoy.

[FALL HIKE >](#)

[EAST SHORE BEACH >](#)

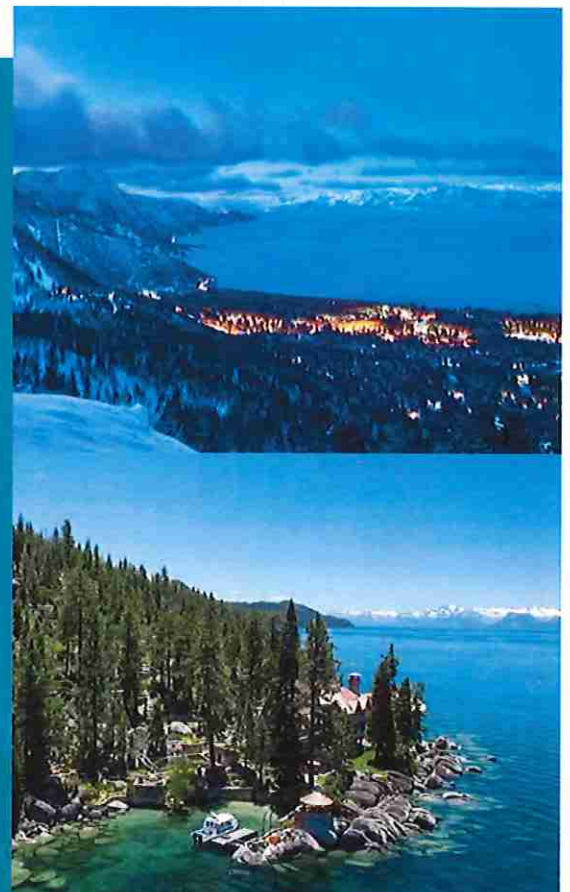
[EAST SHORE SUNSET >](#)

[SUMMER HIKE >](#)

[WINTER NIGHT >](#)

[PADDLEBOARD >](#)

[THUNDERBIRD LODGE >](#)

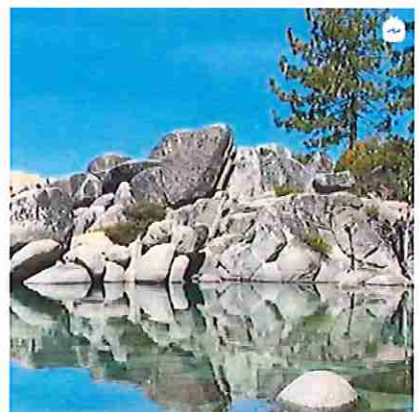




In an effort to evoke community spirit and support business resiliency during the onset of the COVID-19 pandemic, North Lake Tahoe residents joined together to express messages of positivity and hope through the Stronger Together video series. From entrepreneurs and artists to local agencies and small business owners, the community continues to rally in support of one another during this time. And when you visit North Lake Tahoe, you become part of our community. Please consider uploading your own Stronger Together video on the #TahoeLove community page or post to your own pages with #TahoeLove. We are stronger together and we'd love for you to share your words of encouragement with us!

STAY INSPIRED AND IN TOUCH VIA SOCIAL MEDIA

As we wait for better days to come, there's still so much we share in common – including our great love for this special place that stands as the crown jewel of the Sierra Nevada. We'll continue to share relaxing scenes, videos, and thoughts from North Lake Tahoe, and invite you to share in the discussion with us across our various social channels.



[f LakeTahoeNorth](#) •
 [@tahoenorth](#) •
 [@TahoeNorth](#) •
 [GoTahoeNorth](#)

RESOURCES

State of California Information

- » California Coronavirus (COVID-19) Response Resilience Roadmap
<https://covid19.ca.gov/roadmap/>
- » Retail Guidance & Checklists
<https://covid19.ca.gov/pdf/guidance-retail.pdf>
- » Hotel & Lodging Guidance & Checklists
<https://covid19.ca.gov/pdf/guidance-hotels.pdf>
- » Placer County Reopening Requirements
<https://www.placer.ca.gov/6582/Business-Checklists>
- » California State Parks
https://www.parks.ca.gov/?page_id=30350

State of Nevada Information

- » Nevada Travelers & Visitors Information
<https://nvhealthresponse.nv.gov/nevada-united/>
- » Washoe County Roadmap to Recovery
<https://covid19washoe.com/businesses/>
- » Nevada Department of Conservation & Natural Resources
<http://dcnr.nv.gov/>
- » Nevada Gaming Control Board
<https://gaming.nv.gov/modules/showdocument.aspx?documentid=16703>
- » Nevada State Parks
<http://www.parks.nv.gov>

North Lake Tahoe Information

- » Tahoe National Forest
<https://www.fs.usda.gov/detail/tahoe/home/?cid=fseprd725833>
- » Take Care Tahoe
<https://takecaretahoe.org/covid-19/>
- » Tahoe Area Rapid Transit
<https://tahoetruckeetransit.com/alerts/what-riders-need-to-know-about-the-covid-19-virus-and-using-public-transit/>
- » Tahoe Boat Inspections
<https://tahoeboatinspections.com/>

Truckee Information

- » Town of Truckee COVID Update Page for Travelers
<https://www.truckee.com/covid-19-updates/>

South Lake Tahoe Information

- » Tahoe South COVID Healthy Travel Information Page
<https://tahoessouth.com/healthy-travel-information/>

Reno Tahoe International Airport

- » <https://www.renoairport.com/airport-authority/coronavirus>

CDC Travel Information

- » <https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-in-the-us.html>



north lake tahoe
it's human nature

GoTahoeNorth.com

**Tahoe City Visitor
Information Center**

100 North Lake Blvd.

Tahoe City, CA 96145

800.824.6348

Open Daily | 9am - 5pm

**Incline Village Visitor
Information Center**

969 Tahoe Blvd.

Incline Village, NV 89451

800.824.6348

Open Daily | 10am - 4pm

*Welcome
to*

TAHOE



Welcome back! To keep us all healthy & safe, please follow these guidelines:

1. GO BIG ON DISTANCING

Six feet everywhere, including beaches, parks, trails, and businesses.

2. MASKS MATTER

Covering your face protects you and me.

3. PLAN TO CHANGE PLANS

If the place you'd like to visit is full, stay safe by finding a new spot to explore.

4. NO GERMS OR ANYTHING ELSE LEFT BEHIND

Please Leave No Trace, wash hands frequently, and bring sanitizer.

5. EXPECT CLOSURES

Many restrooms are closed, and trash services limited. Plan accordingly.

6. SNIFFLES? STAY HOME

If you're not feeling well, stay home. If you have symptoms, get tested.



FOR IMMEDIATE RELEASE

LAKE TAHOE-TRUCKEE COMMUNITIES REOPENING AHEAD OF SUMMER SEASON
Businesses and Recreation Areas in Compliance with State and County COVID-19 Safety Guidelines Approved to Reopen and Welcome Visitors

LAKE TAHOE-TRUCKEE, Calif./Nev. (June 12, 2020) – Ahead of the official start of the summer season, the communities surrounding Lake Tahoe and Truckee are celebrating new directives from state and county health officials that permit the return of leisure and recreational travel and allow businesses, inclusive of gaming, lodging and short-term rentals to reopen and welcome visitors back to the region. Visitors are encouraged to support responsible tourism efforts and continue to slow the spread of COVID-19 by wearing masks, recreating responsibly and maintaining physical distancing while at Tahoe area businesses, on trails, public lands and other recreational areas.

“To say our business community is excited to welcome visitors back to the lake and mountains would be an understatement,” said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “While we continue to take a cautious reopening approach to ensure the health and safety of our residents and guests, local businesses have implemented new operational guidelines that adhere to county and state protocols. Alongside our public land operators, they continue to demonstrate resilience in their varying business models and like us, are confident in our entire region’s ability to safely welcome visitors.”

“Lake Tahoe is the perfect destination for visitors to begin to venture out and our communities are ready to offer the ultimate ‘travel therapy’ experience with everything visitors love about our region including the wide open outdoors, unparalleled beauty and the ideal environment to celebrate being together again,” said Carol Chaplin, CEO and president of the Lake Tahoe Visitors Authority.

The character of the Lake Tahoe - Truckee region is unique in that it comprises two states (California and Nevada) and five counties including Nevada, El Dorado, Placer, Washoe and Douglas. When visitors travel to the area, they may not realize they cross county and state lines that have different requirements. This can present extra challenges for the entire region, despite both states and all counties’ efforts to diligently incorporate thoughtful reopening processes.

To help travelers navigate differing information across state and county lines, “Know Before You Go” information about current guidelines and what’s open in Lake Tahoe communities can be found online at the destination website for each area: [North Lake Tahoe](#), [South Lake Tahoe](#), [Truckee](#). Visitors are encouraged to call hotel properties and other businesses directly for clarity on their latest policies and guidelines prior to travel.

“Truckee hotels, short-term rentals, shops and restaurants have been preparing for this historic day for over a month with the highest degree of safety and health precautions. Many Truckee businesses stayed open, working through new Covid-19 workflow and training requirements. We realize that for many visitors, dreaming about coming back to the mountains and into nature is what kept hopes high. Finally, we’re ready to say now IS the time to visit,” said Colleen Dalton, director of tourism and

economic programs for VISIT TRUCKEE. “The CEO of the Tahoe Forest Health System, Harry Weis, supports the County decision for lodging to reopen safely, and we are happy that travelers can now come visit to spend time outdoors in the mountains this summer.”

“With an abundance of outdoor recreation opportunities in the Sierra, we are happy to help guide the visitor experience to best connect with nature, culinary offerings, locally-owned shops, and more,” explained Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. “Remember to recreate responsibly, maintain a safe social distance and consider wearing a face covering in public. North Lake Tahoe has created a comprehensive *Know Before You Go* guide that provides tips and recommendations for incoming visitors to best prepare for their trip.”

In this new landscape of life during and after the COVID-19 pandemic, being a responsible traveler is now more important than ever. Before embarking on a journey to the Sierra region, visitors are encouraged to prepare and embrace the mindset of a responsible traveler. This means thinking not only of your travel footprint, but also the safety and compassion required during this unprecedented time.

Lake Tahoe watercraft inspection stations remain closed, and only vessels with intact Lake Tahoe inspection seals can launch at this time. Updates related to the opening of launch facilities and inspection stations will be posted at www.TahoeBoatInspections.com.

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About the Lake Tahoe Visitors Authority

Designated the “America’s Favorite Ski Destination” by USA TODAY readers (Jan. 2014), Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming. Tahoe’s timeless splendor and an emerging economic diversity continue to define its inimitable personality. For information about lodging, recreation and family packages at Tahoe South, call 1-800-288-2463 or log onto www.TahoeSouth.com.

About North Lake Tahoe

Lake Tahoe is the crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking and hiking trails, and communities filled with local artisans and shopping experiences. North Lake Tahoe is a 45-minute drive from the Reno-Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor Information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For more information, visit: GoTahoeNorth.com/KnowBeforeYouGo.

About Visit Truckee

Truckee, California located just 15 minutes from Lake Tahoe and 40 minutes from the Reno-Tahoe International Airport is an authentic mountain town with convenient access to alpine outdoor recreation. Locals and visitors enjoy nearby downhill and Nordic resorts including Squaw Valley I Alpine Meadows, Sugar Bowl I Royal Gorge, Northstar and Tahoe Donner, as well as hundreds of scenic dirt and road miles that are also used as a training base camp for athletes from around the world. With a charming historic downtown dating back to the 1800’s and a vibrant Cultural District, there is plenty to do from shopping to craft brew tastings to walking along the Truckee River. Learn more and plan to Visit Truckee at www.Truckee.com, and view current COVID-19 guidelines at www.Truckee.com/knowbeforeyougo.

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