



north lake tahoe

Chamber | CVB | Resort Association

## Dear Business Owner,

The North Lake Tahoe Resort Association / Chamber of Commerce (NLTRA) is leading an effort to form a Tourism Business Improvement District (TBID) for the North Lake Tahoe region.

The TBID is a funding mechanism that is controlled by tourism-related businesses that agree to assess themselves - these assessments are passed on to the customer at the point of sale, it is not a fee paid for by your business.

Enclosed is a Petition to form the North Lake Tahoe TBID. The formation of a TBID will provide resources to improve our local business communities, including:

## \$4.1 Million

In Transient Occupancy Tax will be redirected to the North Tahoe region for transportation solutions, traffic management projects and workforce housing initiatives.

## \$6 Million

In TBID revenues will bolster a year-round economy, offset tourism impacts and support local businesses.

## What a TBID Means for North Lake Tahoe



### Local Control

North Tahoe businesses control what, when and how TBID funds are spent



### Achievable Workforce Housing Solutions

Redirected TOT dollars will finance initiatives that increase the inventory of workforce housing



### Traffic Management

Redirected TOT dollars will improve traffic circulation and enhance programs that address congestion in peak periods



### Offsetting Tourism Impacts

TBID funds will be utilized to reduce tourism impacts on local communities and support trash mitigation efforts across the region



### Destination Management

TBID funding will help market the region in need periods and manage responsible travel initiatives for incoming visitors

## Thank you,

Board of Directors, North Lake Tahoe Resort Association

For detailed information about the TBID and resources to learn more, please visit:

**[NLTRA.org/Resources/TBID Resources](https://nltra.org/Resources/TBIDResources).**

**The NLTRA is hoping to receive signed petitions no later than October 30 to ensure votes are counted in a timely manner.**

### Jeffrey Hentz

CEO

### North Lake Tahoe Resort Association

[NLTRA.org](https://nltra.org) | [GoTahoeNorth.com](https://GoTahoeNorth.com)

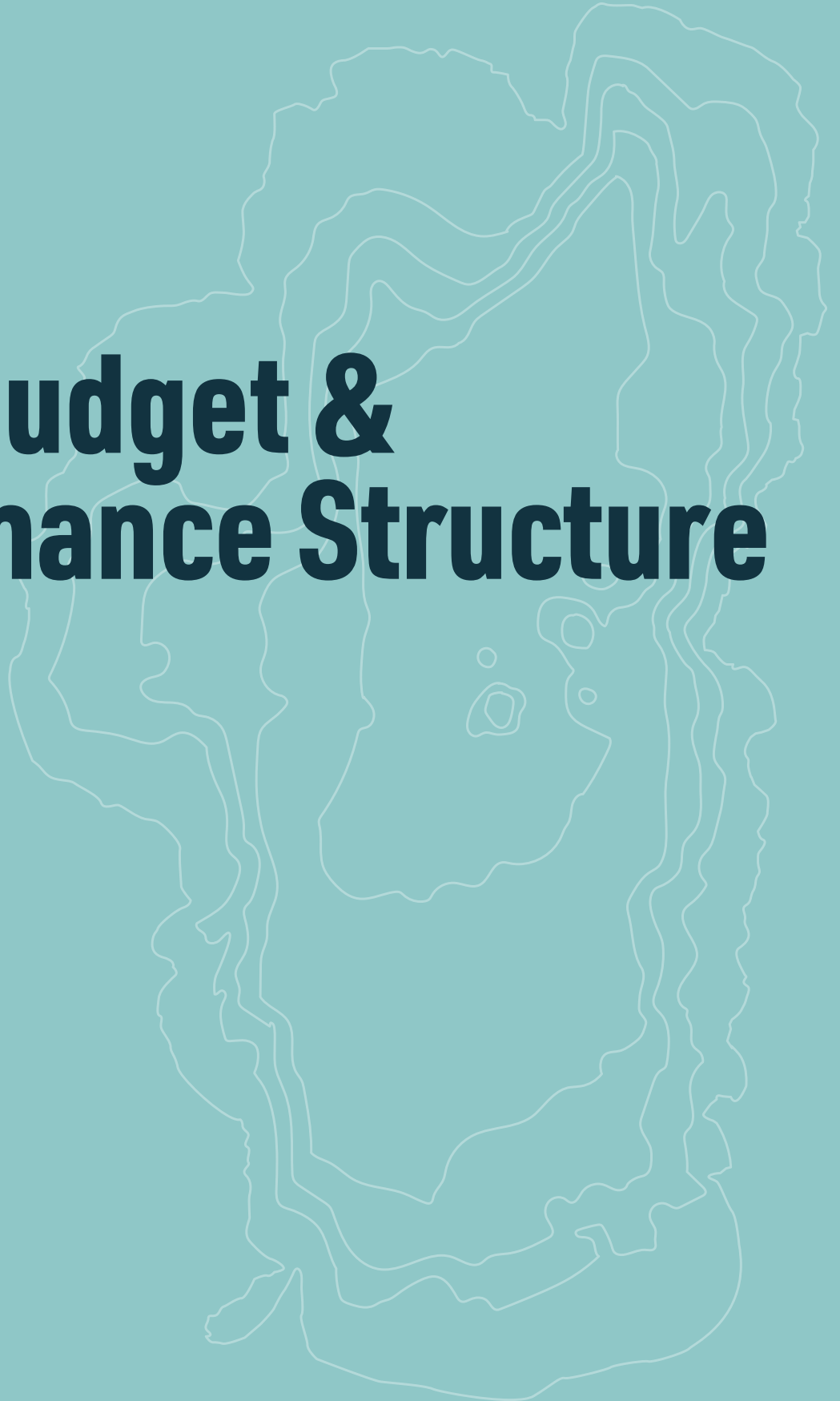
[Jeff@GoTahoeNorth.com](mailto:Jeff@GoTahoeNorth.com)

P: 530.581.8739

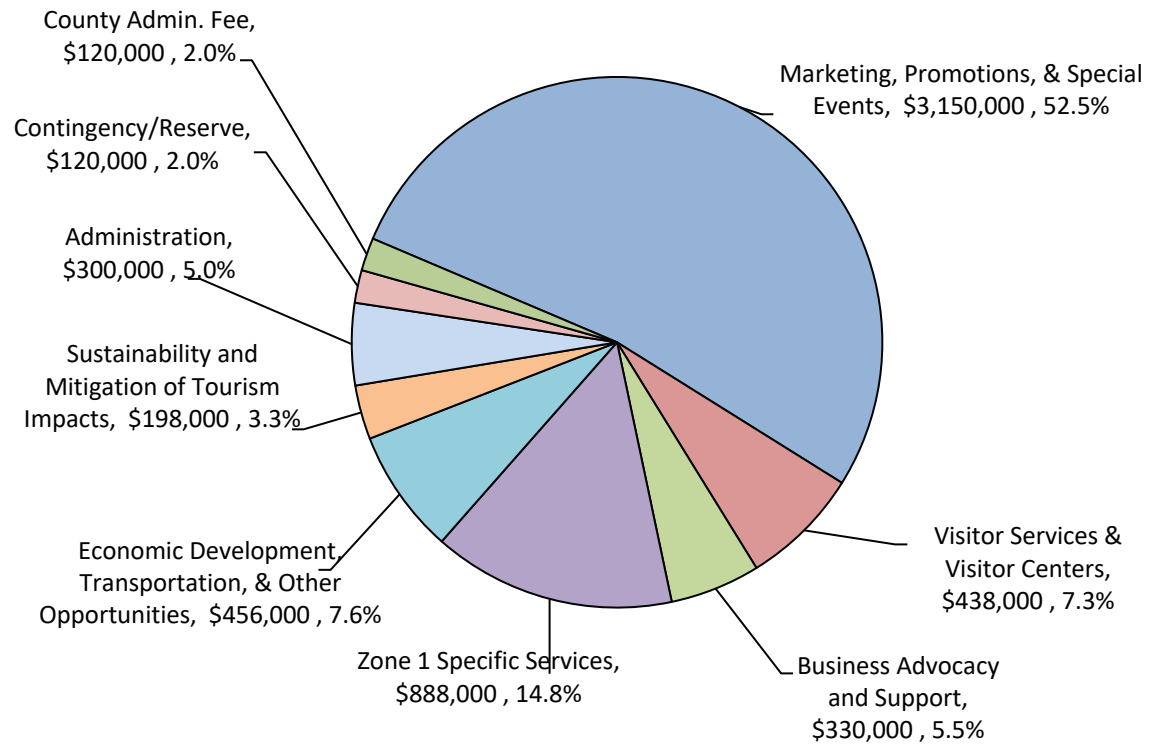


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# TBID Budget & Governance Structure



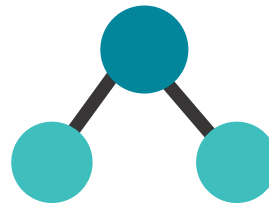
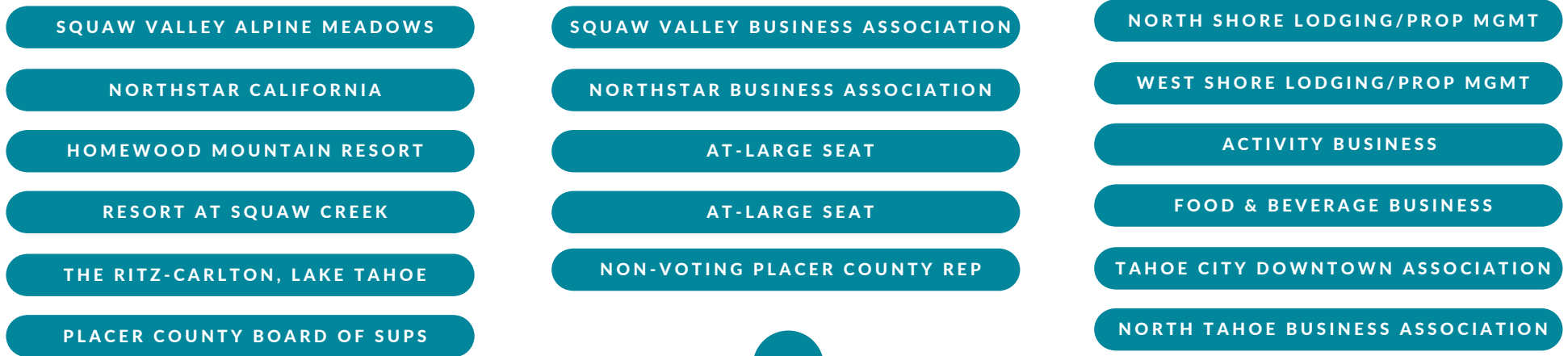
## Initial Annual Budget - \$6,000,000



# GOVERNANCE STRUCTURE FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT

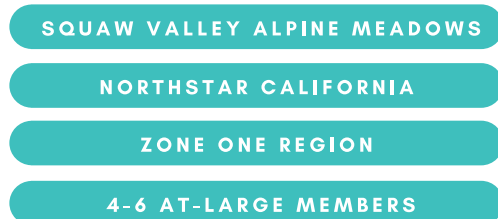
## NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

16 elected members comprise the Owners' Association for the NLTTBID, charged with responsibility to implement the Management District Plan



## NORTH LAKE TAHOE TBID ADVISORY COMMITTEE

7-9 members, majority from assessed businesses, to advise NLTRA Board on implementation of the Management District Plan



## ZONE ONE ADVISORY COMMITTEE

5-7 members, majority from assessed Zone One Lodging, recommend to NLTRA Board the use of Zone One specific funds





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## Transient Occupancy Tax (TOT)

is a rental tax paid by the guest for short-term rentals and hotel room nights up to 30 days. The tax paid by visitors helps fund projects that benefit Placer County as a whole. **TOT dollars generated go into a Placer County general fund and are controlled at the County level.** It is an added source of non-property tax revenue to Placer County. The current TOT percentage is at 10%.

VS

## Tourism Business Improvement District (TBID)

is a funding mechanism that activates all business sectors driven by tourism, not just lodging. **Dollars are controlled locally by the tourism-related businesses that agree to an assessment on their businesses.** The North Lake Tahoe TBID would establish a 1 percent assessment of all gross revenues on tourism related businesses, including restaurants, retail and recreation. (Gas and grocery stores are excluded.) Lodging will have a 2 percent assessment, except for those in Squaw Valley Alpine Meadows and Northstar, which will be 1 percent since those areas already have assessments in place to fund transportation, such as the Mountaineer in Squaw Valley and Alpine. **These assessments typically will be passed on to the customer at the point of sale.**



Local Control | Achievable Workforce Housing Solutions  
Transportation Management & Improvements  
Tourism Impact Offsets | Market the Region

## Differences Between TOT & TBID Funding Structures



42% of visitors to North Lake Tahoe are only here for the day. These consumers avoid TOT contributions, eliminating their ability to support dire infrastructure needs. With a TBID in place, day visitors contribute to North Lake Tahoe's vitality through purchases at activity providers, restaurants, and retailers.



A TBID provides local control over funds and independence from County control. North Lake Tahoe's tourism industry has been seeking more local control over funding for a long time to address critical community needs including housing solutions, traffic and trash mitigation.



Unlike TOT funds, which go into the Placer County general fund and are not guaranteed to be spent in North Tahoe, TBID funds must be spent on programs and activities that directly benefit the businesses paying the assessment. Again, this means more local control, and more money spent on projects that are important to TBID members.



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## TBIDs A Proven Success Story

### 150+ TBIDs

There are currently more than 150 TBIDs, with the vast majority located in California. The first TBID was created in West Hollywood in the early 1990s. Our neighbors, South Lake Tahoe and Truckee, formed TBIDs in 2006 and 2015, respectively.

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### Local Control

A TBID establishes more local control. The TBID, which is expected to generate over \$6 million per year, would replace County funding for the North Lake Tahoe Resort Association (NLTRA), as well as for the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA). A TBID will allow these organizations to advocate for the local business community in a much stronger way, eliminate membership dues, and give North Tahoe businesses a more independent voice.

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### Redirecting \$4.1M

Placer County has committed to redirecting the \$4.1 million it currently allocates to the NLTRA and Business Associations. Those funds are now earmarked for infrastructure improvement projects in the North Lake Tahoe region and community programs of importance to North Lake Tahoe residents and businesses.

For more information on projects and programs supported by TOT and TBID dollars, visit:

[TOT-TBIDatwork.com](http://TOT-TBIDatwork.com)

### Anticipated \$6M

An anticipated \$6 Million in TBID revenues will bolster a year-round North Tahoe economy, offset tourism impacts and support local businesses.

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**For More Detailed Information Visit**

[NLTRA.org/Resources/TBID](http://NLTRA.org/Resources/TBID)



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# Local Business Support



# Local Business Support

## FOR AN INVESTMENT IN NORTH TAHOE'S FUTURE

### Bill & Kelly Dietz

TAHOE LUXURY PROPERTIES

"Stable and strategic investment in our local housing, transportation and business infrastructure is critical. A TBID vote achieves this, and sets up our community, and our lodging properties, for a bright future."



### Dan Tester

GRANITE PEAK MANAGEMENT

"We are at a critical crossroad and have a unique opportunity with a TBID. We are in favor of increased funding for transportation, affordable housing and marketing initiatives."



### Jaclyn Woznicki

TAHOE TRUNK SHOW

"The NLTRA was instrumental in helping me reopen my retail business after COVID closures in March. With their support, I had access to state guidance and free personal protective equipment (PPE), communicated safety expectations with clients, and was able to navigate grant funding opportunities with ease. I am confident in their ability to lead our local business community and am therefore supporting the TBID."



### Melissa Sigg

TAHOE TAP HAUS &  
TAHOE ART HAUS

"The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment."



### Alex Mourelatos

MOURELATOS  
LAKESHORE RESORT

"Housing is, and has been, perhaps the most critical issue that our communities and our businesses face. Without adequate housing businesses struggle to operate and our communities become more transient and unstable. A vote for the North Tahoe TBID puts the wheels in motion to address this critical issue head on."



### Jill Schott

TAHOE MOON PROPERTIES

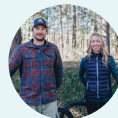
"This past summer has emphasized the great need for a TBID in North Lake Tahoe. Locally generated funds collected through this assessment will allow our community to have control of the things that need to be done to minimize the impact of tourism and for us to be good stewards of our Lake and surrounding areas. It will also allow us to work towards affordable housing options that are greatly needed in our area."



### Katie & Kevin Hickey

TAHOE ADVENTURE  
COMPANY

"Supporting the TBID is not only a chance to rally our community around one vision, but more importantly, it allows locally generated funds and directives to be managed by those who understand our needs the most - the North Lake Tahoe community."



### Ron Cohen

SQUAW VALLEY  
ALPINE MEADOWS

"My experience with TBIDs (Mammoth Lakes, Olympic Valley) has been very positive. Revenues generated from TBIDs benefit businesses, residents and visitors, and enhance local communities."



### Dave Wilderotter

TAHOE DAVE'S

"After being on the fence I've decided to full heartedly support the TBID process. I'm convinced we're not losing money as a community. We are gaining more control over more discretionary income. The county will continue to run transportation and add a trust for achievable housing through the current TOT process. The extra \$6 million in TBID funds plus \$4.1 million in TOT funds will be directed and spent by us, locally! Let's support this."



### Douglas Dale

WOLFDAL'S CUISINE UNIQUE

"The TBID vote is a unique two-for-one deal that allows us to implement transportation and housing solutions, while continuing to invest in our local business community. As a business that is directly affected by traffic and housing issues, this investment unlocks our ability to solve a critical issue that must be addressed for our community to thrive."



### Brendan Madigan

ALPENGLOW SPORTS

"Our North Lake community has long-standing and dire infrastructure shortcomings, ones that the current structure of governance has been unable to solve. This TBID opportunity is not only a chance to rally our community around one vision, but more importantly, allow locally generated funds and directives to be managed by those who understand our needs the most - the North Lake community. The change could be comprehensive and we'd be remiss not to support it."



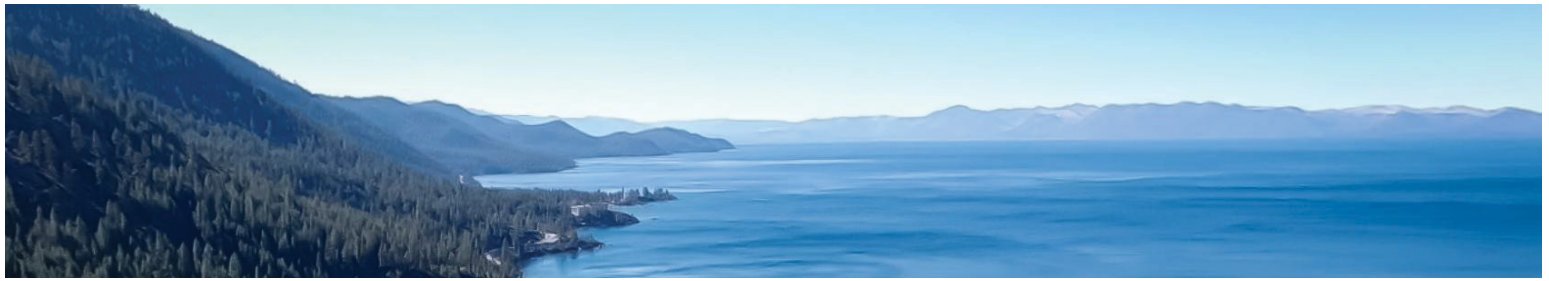
### Tom Turner

TAHOE RESTAURANT  
COLLECTION

"My three restaurants in the Lake Tahoe Basin are impacted by visitation fluctuations caused by weather, visitor preferences and traffic challenges. A TBID would focus on strategic marketing initiatives during these periods, supporting a year-round local economy."







## OPINION: In This Election Year, Vote for the TBID

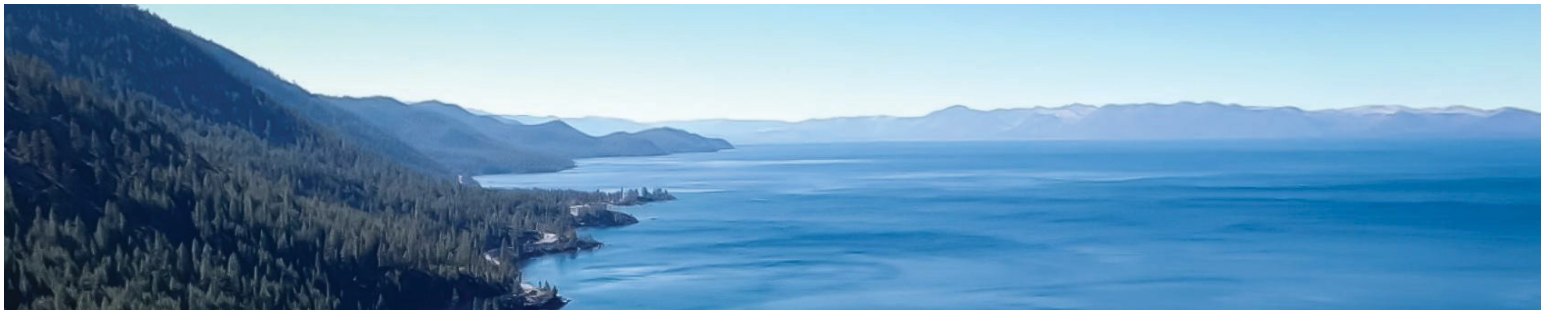
*By Melissa Sigg, Tahoe Art Haus & Tahoe Tap Haus*

As a young reporter back in the early 2000s covering North Lake Tahoe, it didn't take long for me to realize that a lot of the stories I was writing had a common theme – a lack of autonomy for the area. Whether it was a debate about workforce housing or a new rec center or the old fire station, the bottom line was that all major decisions had to come from Placer County since North Tahoe is unincorporated. As a resident, I have found this extremely frustrating at times.

Now the North Lake Tahoe Resort Association, in cooperation with Placer County, has found a way to give the area more local control. The solution? A Tourism Business Improvement District, or TBID. A TBID is a funding mechanism that is controlled by the tourism-related businesses that agree to assess themselves. In the United States, there are currently more than 150 TBIDs, with the vast majority located in California, where the first TBID was created in West Hollywood in the early 1990s. Our neighbors, South Lake Tahoe and Truckee, formed TBIDs in 2006 and 2015, respectively. The North Lake Tahoe TBID would establish a 1 percent assessment of all gross revenues on tourism related businesses, including restaurants, retail and recreation. (Gas and grocery sales are excluded.) Lodging will have a 2 percent assessment, except for those in Squaw Valley Alpine Meadows and Northstar, which will be 1 percent since those areas already have assessments in place to fund transportation, such as the Mountaineer in Squaw Valley and Alpine. These assessments can be passed on to the customer at the point of sale.

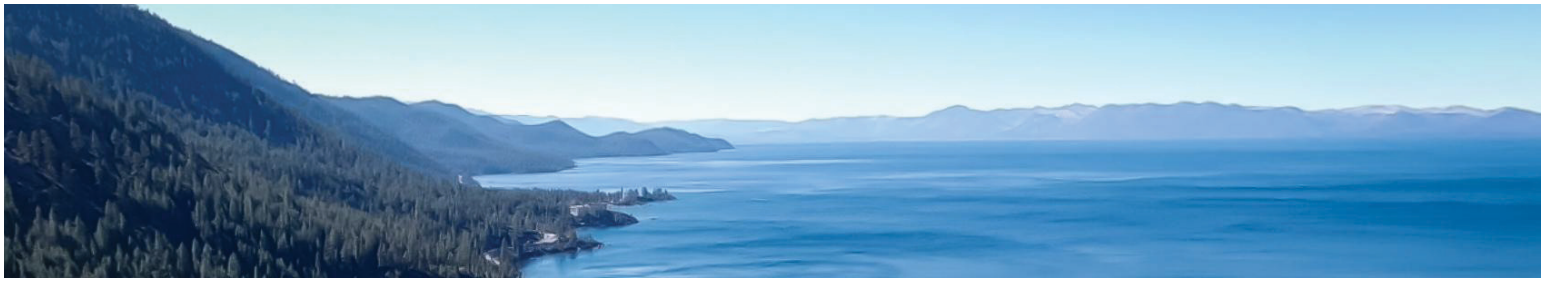
How does the TBID provide more local control? First, it gets the NLTRA and our business associations out from under Placer County's thumb. The Resort Association is currently funded wholly by Placer County with transient occupancy tax (TOT) dollars, a lodging tax that is collected by the county. The TBID, which is expected to generate \$6 million a year, would replace county funding for the NLTRA, as well as for the Tahoe City Downtown Association and North Tahoe Business Association. This allows these organizations to advocate for the local business community in a much stronger way, and gives North Tahoe businesses a more independent voice.

Even better, Placer County has committed to redirecting the \$4.1 million it currently allocates to fund the NLTRA and business associations, to fund transportation solutions, and workforce housing initiatives – important issues that are on the top of everyone's minds right now. This additional money will help to expand public transportation and ensure that more employees can afford to live here. Best of all, we get to decide where those funds are spent, and who knows what a community needs better than the people who live and work there? Unlike TOT funds, which can go into the Placer County general fund and are not guaranteed to be spent in North Tahoe, TBID funds must be spent on programs and activities that directly benefit the businesses paying the assessment. Again, this means more local control, more money spent on projects that are important to TBID members.



The TBID process moves to the Placer County Board of Supervisors for next steps once 51 percent of North Tahoe businesses sign petitions in favor of it. The weight of each petition, or its total value, is based on the estimated assessment the business will pay so for example, a larger business represents a larger portion of the whole. The NLTRA hopes that all petitions, which each business will receive, are returned to them as soon as possible so that they can move forward as planned for a potential TBID start date of April 2021.

I know change can be scary, but not changing can be even scarier. The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment.



## **OPINION: Why my business supports NLTRA's proposed Tourism Business Improvement District**

*By Brendan Madigan, Alpenglow Sports*

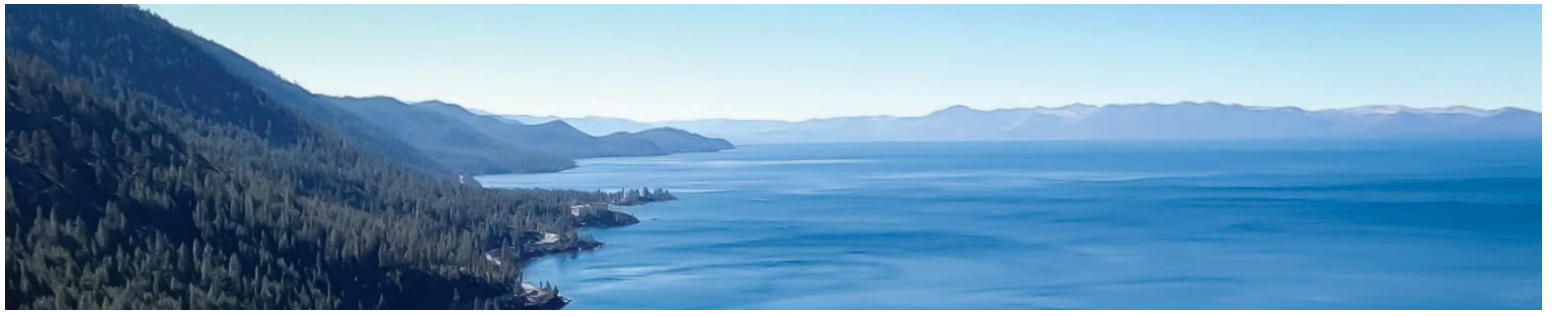
Our North Lake Tahoe communities have long-standing and dire infrastructure shortcomings, extending from traffic congestion in peak seasons to a lack of achievable housing options for the workforce that sustains our local businesses. As a retailer located in Tahoe City since 1979, we are also affected by the dips in visitation during spring and fall, having to amend staffing, inventory and revenue goals to account for months of slow business.

There is an opportunity for local business owners that benefit from tourism (activity providers, retailers, restaurants) and TOT certificate holders (lodging properties, vacation rentals) to implement change, offering solutions to the challenges outlined above. The proposed Tourism Business Improvement District (TBID) is a chance to not only rally our North Shore community around one vision, but more importantly, allows locally generated funds and directives to be managed by those who understand our needs the most – the North Lake Tahoe business community.

The formation of a Tourism Business Improvement District would provide an abundance of resources to improve our region, and with 109 successful TBID's in California, we know it is a model that works. By definition, a TBID is a mechanism for funding tourism promotion and economic development activities that are designed to increase revenues for the assessed businesses. TBID member businesses will essentially collect a small assessment from customers which will then be utilized to fund programs and initiatives that support economic vitality and directly promote the assessed businesses. As an additional benefit to the formation of a TBID, over \$4 Million of TOT dollars will be freed up and redirected to workforce housing and transportation initiatives in the North Lake Tahoe region – with all funds being managed by the local business community.

Over the past twelve months, the North Lake Tahoe Resort Association (NLTRA) has worked with Civitas Advisors to develop a Management District Plan that will guide operation of the TBID with a wide range of input from local stakeholders. The plan has been approved (and is available to download on [NLTRA.org](http://NLTRA.org)), and the North Lake Tahoe Resort Association has initiated a TBID petition drive. I encourage business owners, lodging properties and property management companies to support this effort wholeheartedly by signing the petition.

TBID dollars will be managed by the NLTRA with oversight from the NLTRA Board of Directors and corresponding committees. Having served as President of the Tahoe City Downtown Association as well as on the NLTRA Board of Directors, I have full confidence that the range of industries in North Lake Tahoe will be adequately represented and our business community will have a voice like never before.



As a 41-year old specialty mountain shop, Alpenglow Sports exists as a community anchor in Tahoe City. We employ a community-centric business model that actively seeks to give back to those who have supported the shop for over four decades. This is done through a litany of free events, such as our nine-day Alpenglow Mountain Festival, in-store Tailgate Talks and our very popular Winter Speaker Series. We derive so much fulfillment through these events, many of which have been financially supported by the NLTRA. These are events that both locals AND visitors get to enjoy for free, and we're excited to grow these for the benefit of the North Lake community by having the opportunity to utilize more funds that originate right here, in our own community.

I think it is paramount that we gain control of the money we generate and infuse those dollars more effectively into our community. With a solid governance structure in place that is reflective of businesses large and small, this is our chance to make a positive change for North Lake Tahoe.



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# NLTRA's COVID Response Efforts







north lake tahoe

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## NORTH LAKE TAHOE RESORT ASSOCIATION SUPPORTS LOCAL BUSINESS

Dear Business Partner,

At the onset of COVID-19, the North Lake Tahoe Resort Association / Chamber of Commerce responded immediately with a multi-pronged communications approach that included local and visitor outreach, business advocacy and community support. Promoting travel to the region shifted dramatically and instead focused on responsible travel content rooted in public safety and environmental stewardship. The NLTRA team worked closely with Take Care Tahoe on public signage, coordinated with Placer County on trash mitigation efforts and distribution of personal protection equipment (PPE), and developed a number of content pieces that aligned regional Know Before You Go information. Prior to COVID the NLTRA organization had various levels of marketing focus, yet we were able to shift quickly and instead move to more of a destination management role.

The local business community was at the forefront of our efforts to reopen North Lake Tahoe safely -- myself and the NLTRA Board of Directors advocated at the State level for lodging to reopen on June 12 and restart our tourism-centric economy. We made every effort to educate the local community on the importance of tourism and also provide background on the split between full-time and part-time residents. The NLTRA hosted Town Hall meetings (by industry) to ensure communication lines were open and concurrently, developed reopening toolkits that outlined guidance, checklists, and consumer facing signage.

A Stronger Together video series was created in March to share messages of positivity with the local community. Videos were created on behalf of the local emergency workforce, school district, ski resorts, public agencies, and business leaders. We also launched a gift card purchasing portal on the NLTRA.org website where a collection of regional businesses who offer a gift card product are listed. This was an effort to put dollars into the hands of our local business community during a time when many were required to shut down. We have seen media placements in the Bay Area and Reno to highlight this program and it quickly became the second highest trafficked page on NLTRA's website.

By July we deemed it necessary to elevate our safety messaging even further and launched the bilingual Mask Up Tahoe campaign with the help of local leaders, small business owners and nationally recognized athletes. Through videos and still photography, visitors and residents alike are reminded that wearing a face covering is a simple act, but a grand gesture to help keep North Lake Tahoe open.

The following infographics describe NLTRA's crisis response efforts. Our nimble team continues to work tirelessly and adjust quickly to the ever-changing travel landscape we are confronted with. We prioritize your business needs in all of our marketing and management tactics, and we will be able to continue this work with your support of a Tourism Business Improvement District.

Thank you for your continued resilience during these difficult times. Our commitment to your business is unwavering support, resource sharing and frequent communications to help navigate the uncharted territory ahead.

All my best,

Jeffrey Hentz  
CEO, North Lake Tahoe Resort Association





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## COVID RESPONSE: BUSINESS ADVOCACY, COMMUNICATIONS & READINESS



### BUSINESS ADVOCACY

The NLTRA and Placer County continue to work side by side in reopening local businesses safely



### STAKEHOLDER CALLS

9 virtual meetings were held to ensure collaboration and safety compliance, resulting in positive engagement in the reopening process



### PERSONAL PROTECTION EQUIPMENT

Sourced PPE supplies and social distancing graphic tools for local businesses to safely reopen



### READINESS TOOL KITS

Assembled to help each business sector reopen in accordance with state and county guidance



### ONLINE SURVEYS

Issued to local businesses to ensure NLTRA is up to date on impacts and business operations



### EMAIL NEWSLETTERS

Weekly emails ensure business community is engaged with updates, safety compliance and tools to assist with visitor communications



### SHOP LOCAL SHOP SMALL

A revenue generating Gift Card program was initiated to highlight local businesses



### WEBSITE UPDATES

Community page was added with a range of resources to help small businesses understand public health directives, virtual offerings and recovery resources



### BLOG POSTS

Real-time updates to help local business community understand reopening guidance, public health directives, revenue recovery programs, campaign initiatives and more



### SOCIAL MEDIA

Daily updates to engage with the local community and highlight 'Stronger Together', 'Know Before You Go' and 'Mask UP Tahoe' content



**STRONGER  
TOGETHER**



## COVID RESPONSE: CONSUMER CHANNELS & VISITOR COMMUNICATIONS



### SOCIAL MEDIA

All channels on simmer with focus on safety and responsible travel



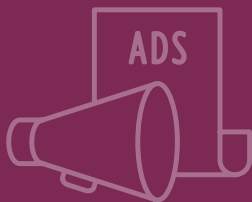
### WEBSITE UPDATES

Real-time updates on travel advisories and 'Know Before You Go' content



### EMAIL NEWSLETTERS

Regular updates to consumer audience with pertinent travel information



### PAID MEDIA

All paid media is paused during this time period



### EARNED MEDIA

Focus on business resilience, public health advisories and 'Know Before You Go' information



### READINESS GUIDE

New publication to communicate safety, responsible travel, itineraries and FAQ's





**FOR IMMEDIATE RELEASE**

## **NORTH LAKE TAHOE LAUNCHES 'STRONGER TOGETHER' CAMPAIGN TO IGNITE COMMUNITY SPIRIT AND SUPPORT BUSINESS RESILIENCY**

*Business leaders, first responders, healthcare, tourism and government officials unite to highlight the importance of working together and staying home amid COVID-19 pandemic*

**NORTH LAKE TAHOE, Calif. (April 22, 2020)** - In an effort to evoke community spirit and support business resiliency, the North Lake Tahoe Resort Association (NLTRA) and Placer County have joined together to launch "Stronger Together." The video series was designed to encourage the North Lake Tahoe community to rally together in support of one another during this time of crisis and uncertainty, with an underlying message that encourages residents to stay home and shelter in place. A video montage containing words of hope and comfort from community leaders will kick off the effort, with residents and those who love Tahoe invited to participate in the movement and share their own words of encouragement for the tight knit community.

"What makes our community special is that it is made up of not only those who live and work here full-time, but those who love this place enough to own second homes here, and those who visit. While efforts to encourage adherence to Governor Newsom's Executive Order to stay at home continue, this situation presents an opportunity for every one of us to take personal responsibility for our own actions in the fight to reduce the spread of COVID-19," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "Now is the time to unite as a community and actively show the world what brings us together -- our positivity. Our integrity. Our strength. Our compassion."

A series of videos comprising the "Stronger Together" campaign are shared through NLTRA's digital channels including its website, newsletter and Facebook page, with messages from community leaders focused on business and community recovery, local media, health officials, emergency responders, and business owners eliciting hope and optimism. The series also reiterates a very important shelter in place and stay home directive from local health officials as the best way to slow the spread of COVID-19.

The community can get involved in multiple ways to share their own messages of positivity with colleagues and friends, with details shared online at [www.nltra.org/COVID-19](http://www.nltra.org/COVID-19). Videos demonstrating how we are "Stronger Together" can also be posted online by using the hashtag #TahoeLove.

"Despite the vast and ongoing challenges ahead of us, so many in our community have already shown their commitment and resolve to ensuring North Lake Tahoe rebounds from this crisis in a position that is stronger than when it started. Staying home and actively making the choice *not* to participate in activities that will put themselves or others at risk is what is going to make the difference and allow us to get through this faster," said Cindy Gustafson, Placer County District 5 Supervisor. "I'm very optimistic that together, we can focus our attention on taking care of ourselves and our loved ones, while demonstrating care and compassion for others who love North Lake Tahoe. In this situation we all find ourselves in, it's important to remember that the real enemy we need to fight is the virus -- not each other."

Community updates, including how to support local businesses, will continue to be updated at [www.nltra.org/north-lake-tahoe-covid-19-community-update](http://www.nltra.org/north-lake-tahoe-covid-19-community-update).

###

**Press Contact:**

Liz Bowling, North Lake Tahoe Resort Association  
[liz@gotahoenorth.com](mailto:liz@gotahoenorth.com) or (303) 726-7104



**FOR IMMEDIATE RELEASE**

## **‘Mask UP Tahoe’ Advocacy Campaign Further Extends North Lake Tahoe’s Efforts to Encourage Safe, Responsible Travel**

*Local community leaders, small business owners and nationally recognized athletes share a unified message rooted in adventure and personal responsibility: Mask UP Tahoe.*

**NORTH LAKE TAHOE, Calif. (July 22, 2020)** – The North Lake Tahoe destination continues to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. The ‘Mask Up Tahoe’ advocacy campaign is their latest effort to communicate the importance of personal responsibility to an audience determined to recreate through summer months and beyond.

“We recognize the innate need to keep North Lake Tahoe communities safe and local businesses open,” explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “Our role is to manage tourism responsibly and ensure we are proactively communicating with incoming visitors about the importance of washing hands, social distancing and wearing masks. While we are not promoting travel to the destination, we know there is an overwhelming desire for people to get outside and enjoy nature. We want to ensure they are doing so responsibly and through a variety of content campaigns, are sharing that message across all of our platforms.”

At the onset of business closures and stay at home orders in March, the North Lake Tahoe Resort Association (NLTRA) and Placer County partnered to convey a “Stronger Together” message for the local business community. The video series evoked messages of positivity during a time when many small business owners were concerned about their survival. Throughout the phased reopening process, the NLTRA developed reopening toolkits for select business industries in the region, hosted Town Hall meetings to communicate effectively across each business sector, and Personal Protective Equipment (PPE) was sourced free of charge for local businesses to share with customers and staff. In conjunction, the North Lake Tahoe Marketing Cooperative produced multiple safe-travel content pieces and worked closely with regional partners to advocate for safety messaging on trails and in front of high-trafficked areas.

“Placer County remains vigilant on all aspects of the COVID-19 pandemic,” stated Erin Casey, Principal Management Analyst for Placer County. “We continue to work closely with public health officials, the NLTRA and local business associations to decipher state guidance and maintain safety compliance among the business community. We know there is a lot of work ahead, but we feel confident in how far we’ve come and the new, collaborative systems in place. Personal responsibility is critical during this time. If we practice responsible distancing and safety measures, it shouldn’t matter who is in the house down the street, at the grocery store, at the lake, or on the trail. We are committed to the health and safety of North Lake Tahoe to ensure our community is a beautiful place to live, visit, work and play.”

The Mask UP Tahoe campaign features local leaders with global reach who share a unified message that is rooted in adventure and responsible travel. Through a montage video that anchors campaign messaging, the sentiment is clear: “For North Lake Tahoe to stay open, we all need to do our part and show that we truly care. You wear a mask to protect me and I wear a mask to protect you. When we show up with a mask on, we’re showing up for each other. It’s pretty easy to wear a mask.” Local community leaders featured in the series include:

**Travis Ganong, Olympic Skier:** North Lake Tahoe’s own Travis Ganong, 2014 Winter Olympics athlete, is a World Cup alpine ski racer in downhill and super-G with six top 10 World Cup finishes. He is passionate about the wellbeing of the North Lake Tahoe

community and believes we should all have fun while pursuing our goals. Travis wears a mask to protect his beloved community and family.

**Michelle Parker, Professional Skier:** Whether it's big mountain skiing, cruising over technical single track with ease, or cleaning problem pitches and crags, North Lake Tahoe native and Red Bull athlete, Michelle Parker, shows up full force as a formidable opponent in any outdoor sport. She has big game and an even bigger heart. She's the co-founder of S.A.F.E.A.S. (Skiers Advocating and Fostering Education for Avalanche and Snow Safety) and sits on the board for High Fives Foundation. Michelle wears a mask because she loves North Lake Tahoe and wants to continue to share it.

**Sherry McConkey, Shane McConkey Foundation:** Sherry McConkey, founder of The Shane McConkey Foundation, and her daughter Ayla are dedicated to protecting the environment while carrying on the legacy of free skiing pioneer, Shane McConkey, Sherry's late husband and Ayla's father. They hope to inspire others to live by Shane's philosophy that, "You have one life, live it. You have one world, protect it." Sherry and Ayla wear masks to protect the small business community and to get back to school this fall.

Additional videos will launch through North Lake Tahoe's website ([www.gotahoenorth.com/maskuptahoe](http://www.gotahoenorth.com/maskuptahoe)) and social channels in coming weeks. Stay tuned for videos from professional athletes Jim Morrison, Hilaree Nelson, JT Holmes and Rory Bosio; Jessi, Jenni and daughter Mable of the Dead Winter Carpenters; award-winning photographer, Ming Poon; professional skiers, Elise Saugstad and Cody Townsend, and small business owner, Brendan Madigan.

The travel and leisure industries comprise over 60 percent of the jobs in North Lake Tahoe, and visitor spending averages over \$835 million annually. Visit California anticipates unprecedented economic impacts to the statewide travel industry, eclipsing the impact of the September 11, 2001, terrorist attacks by sevenfold. The organization estimates a statewide loss of \$10.9 billion in revenue, a decline in direct visitor spending by \$54.5 billion, and a loss of 554,000 jobs this year.

Here are six ways to provide immediate support to North Lake Tahoe businesses and families:

1. Donate to the [Boys and Girls Club of North Lake Tahoe's COVID-19 Relief Efforts](#) in support of local families
2. [Purchase gift cards from Tahoe area businesses](#) to be used at a later date
3. Contribute to the Tahoe Truckee Community Foundation's [Emergency Response Fund](#) to support local nonprofit organizations assisting the community
4. Buy a [family-friendly activity box](#) packed with locally-made goods
5. [Live stream an exercise class](#) offered by one of our local fitness or yoga instructors
6. Participate in a [virtual field trip or tour](#)

The North Lake Tahoe Resort Association and Chamber of Commerce is collaborating with local business associations, the Sierra Business Council and Placer County Economic Development to provide additional resources for local business and community recovery. Community updates, including how to support local businesses will continue to be updated at [www.nltra.org/north-lake-tahoecovid-19-community-update](http://www.nltra.org/north-lake-tahoecovid-19-community-update).

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