

North Lake Tahoe Resort Association Economic Sustainability and Community Vitality Investment Program

November 16, 2022



north lake tahoe

Meeting Agenda



Where we are today



Committee + NLTRA Board
Feedback



Updated Program
Concept

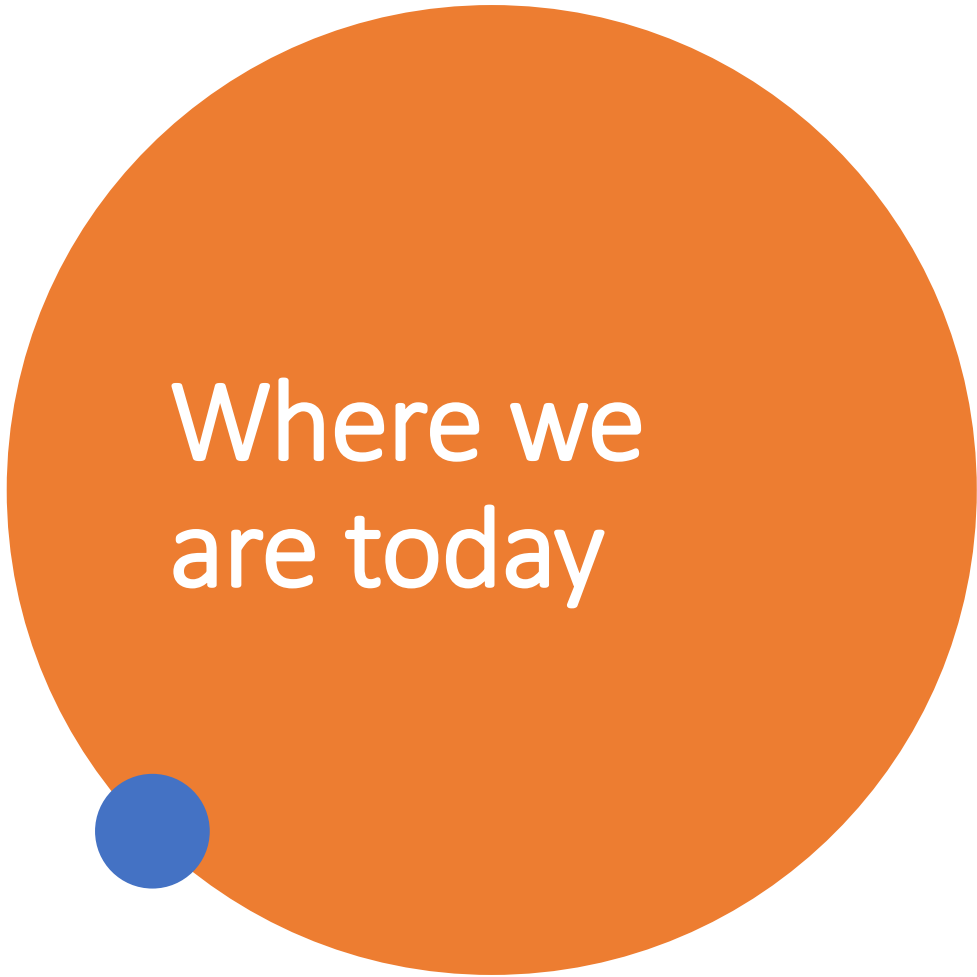


Proposed Fund Allocation
Framework

Four bucket approach to
fund allocation
Community-wide survey
Proposed program rollout



Next Steps



Where we are today

- ✓ Completed a total of four meetings w/ TOT, TBID Advisory and Zone 1 committees to discuss grant process and solicit input
- ✓ Compiled feedback + developed initial concept
- ✓ Met w/ county staff + Supervisor Gustafson for feedback
- ✓ Presented to CAP Committee and solicited input
- ✓ Update to NLTRA BOD + Feedback on current concept (November 2, 2022)
- **Present revised framework to committees for feedback**
- Revise framework and present to NLTRA BOD for final approval (December 2022)
- Present TOT Committee component to Placer BOS for approval (January 2023)
- Program Rollout (January 2023)

Committee Input Regarding Proposed Framework

Key performance indicators should be established for each committee

Leveraging state and federal funds is important

Visible projects should be considered

A mix of short and long-term projects makes sense

Funds should be flexible across buckets, don't establish percentages across buckets

Add a fourth bucket for "reserve funds"

Refer to other agency metrics/adopt as key performance indicators for this program

Engage the broader community around priorities, not just businesses

Establish clear criteria for each bucket to ensure applicants understand how to engage with the program

Funds should not replace existing funding sources

NLTRA Board and Additional Committee Feedback

Stabilize the local workforce

Deliver impactful projects, programs and services to the community

Maximize public benefit

Support the visitor experience

Balance long-range planning with project delivery and need to show results

Create a communication strategy that highlights program/project successes

Set a strong foundation to help renew the TBID

Survey on priorities, not projects

We need to address maintenance needs

We need to ensure TBID + TOT funds are not replacing existing funding sources

Economic Sustainability and Community Vitality Investment Program



Bucket 1	NLTRA Multi-Year Investment Sponsorship
Bucket 2	NLTRA Annual Grant Program
Bucket 3	Out of Cycle/Opportunity Investment Fund
Bucket 4	Reserve Funds (new addition per feedback)

Guiding Documents and Community Input

All programs will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities
- NLTTBID Management District Plan priorities
- Measure A ballot language
- Placer County's Housing Work Plan/Housing Element
- Tourism Master Plan
- Placer County's Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency's Regional Transportation Plan

Example Survey Questions

1. Please rank the investment opportunity in priority order:

- Workforce housing
- Expanded transit service
- Maintenance of existing facilities
- Construction of trails and trailheads
- Expanded TART Connect service
- Bus on shoulder along 267 + 89 corridors

2. Which housing-focused initiative should you support over the next four years?

- Construct new workforce housing units
- Subsidizing rental units to assist locals to find housing
- Reducing barriers to building housing in NLT
- Invest in the creation of a housing-focused organization

3. Which issues most negatively impact North Lake Tahoe's quality of life?

- Inability to find housing for the workforce
- Traffic congestion
- Litter
- Aging infrastructure

Economic Sustainability and Community Vitality Investment Program

Bucket #1 - "NLTRA Multi-Year Investment Sponsorship

TOT + TBID Funds (CAP?)



Survey businesses + community members on priority areas to sponsor for a four year period

Solicit program/project list from implementing organizations



Recommend final sponsor list to NLTRA BOD for TBID + TOT/
Placer BOS for TOT approval only



Bucket #2 - NLTRA Annual Grant Program

TOT + TBID Funds (CAP?)



Survey community on priorities + solicit grant proposals per survey results

Solicit proposals once a year.

Must be programs/projects seeking one-time funding support (not ongoing or annual service)

Committees recommend allocation to NLTRA BOD for TBID + TOT/
Placer BOS for TOT only



Bucket #3 - Opportunity Program/Project Fund

TOT + TBID Funds (CAP?)

Proposals may be submitted out of cycle.



Bucket #4 - Reserve Fund (For future internal/external funding requests and/or opportunities

Funds may be allocated to programs/projects outside of this process

Bucket #1 Workflow

Define Sponsorship Criteria -
(long-term, annual service,
recurring funding need.)



NLTRA - surveys businesses +
broader community on **priority
areas**



Request for Letters of
Interest



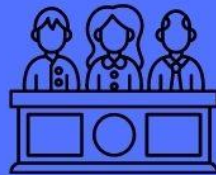
NLTRA staff vets
LOI/Routes to
appropriate committee



Zone 1

TBID
Advisory

TOT/CAP?
Committee



Bucket #2 Workflow

Define Grant Criteria - One-
time funding needs etc.



Conduct annual survey on
priorities



Customize RFP for grant
program



Release Grant RFP



NLTRA staff vets/routes
to appropriate
committee for
review/recommendation

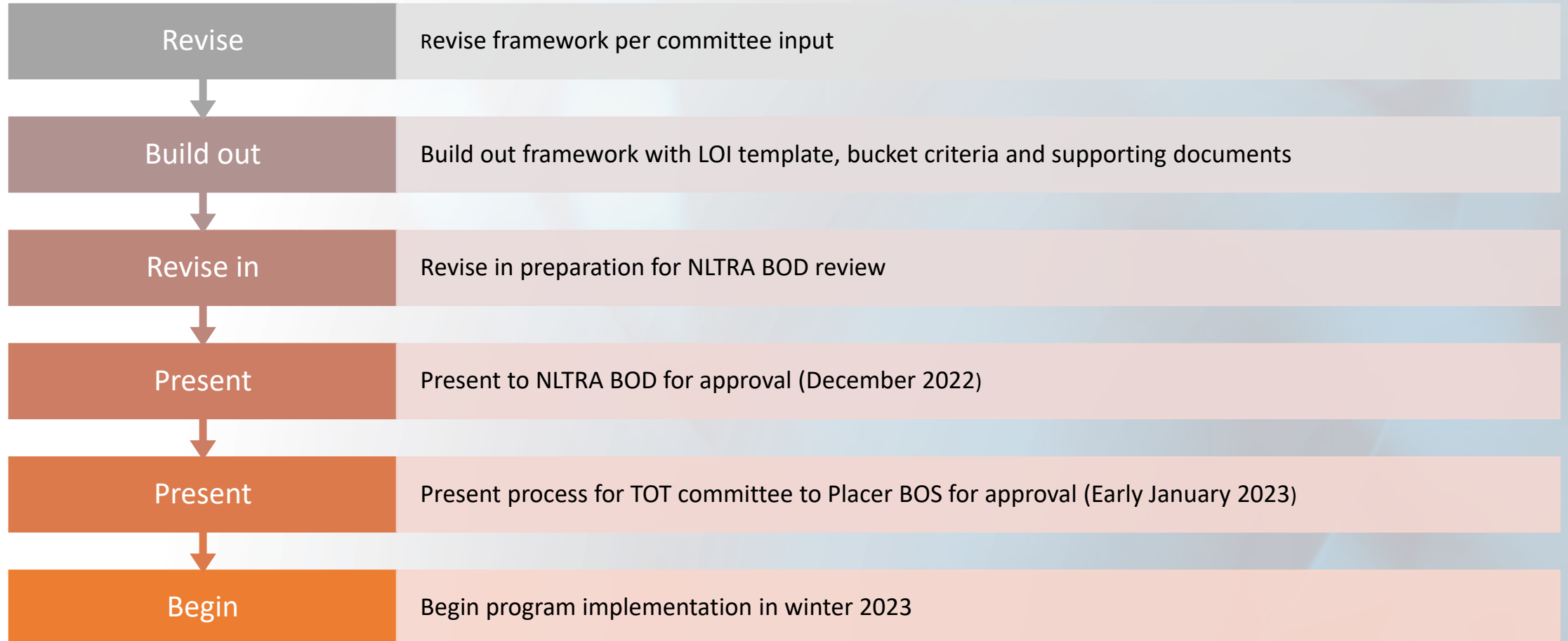


EXAMPLE ONLY- Sponsorship Projects/Programs List



Project Applicant	Project Name	Annual Budget	Measurable Result
Organization A	Housing project A	\$1,000,000	X number of new units
Organization B	TART Connect	\$1,000,000	X number of riders and X percent increase YOY
Organization C	Bus on Shoulder	\$500,000	Increased ridership, etc.
Organization D	Housing Impact Fee Program	\$500,000	X number of new units, X number of new proposed workforce housing projects
Organization E	Additional trash collection service	\$100,000	X number of reported incidents,
Organization F	Landing Locals	\$100,000	X number of employees housed, etc.

Next Steps





Questions/Feedback