

March 15, 2023

NTCA Community Vitality and Economic Health Program



Presentation Overview

- Community Vitality and Economic Health (“Program”) Summary – Four Bucket Approach
- Program Rollout and Sequence
- Priorities and criteria for Bucket #1 – Sponsorship
- Committee discussion and feedback
- Next steps

Economic Sustainability and Community Vitality Investment Program

Bucket 1

NTCA Multi-Year Investment "Sponsorship"

Bucket 2

NTCA Annual Grant Program

Bucket 3

"Out of Cycle" Investment Program

Bucket 4

Reserve Funds

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 (Conducted by survey consultant)
- Additional community input from focus group sessions or virtual Town Halls
- 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

Economic Sustainability and Community Vitality Investment Program

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Bucket 1

NTCA Multi-Year Investment "Sponsorship"

Bucket 2

NTCA Annual Grant Program

Bucket 3

"Out of Cycle" Investment Program

Bucket 4

Reserve Funds



North Tahoe Community Alliance
 Economic Health and Community Vitality Investment Program
 Submitted March 10, 2023

Investment in programs, projects, services, and maintenance activities to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses and visitors.

Program Elements

1. Sponsorship and Multi-Year Investment Program
2. Annual Grant Program
3. Out of Cycle Investment Program
4. Reserve Fund

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

- o Community feedback from a regional survey on community priorities
- o North Lake Tahoe Tourism Business Improvement District (NLTTBID) Management District Plan priorities
- o Measure A Ballot language
- o Placer County’s Housing Work Plan
- o Placer County’s Housing Element
- o Tourism Master Plan
- o Placer County’s Resort Triangle Transportation Plan (RTTP)
- o The Tahoe Regional Planning Agency’s Regional Transportation Plan

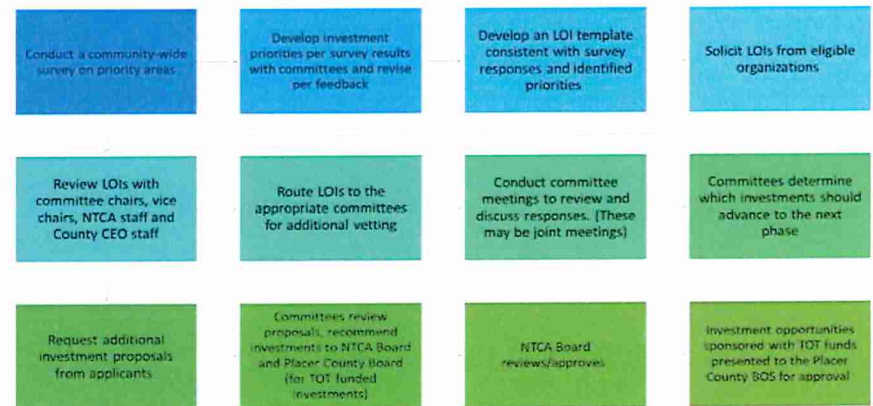
Program Element Overview

#1 - Sponsorship and Multi-Year Investment Program

Summary

The North Tahoe Community Alliance (NTCA) Sponsorship and Multi-Year Investment program supports priority projects, programs, services, or maintenance activities (“Investment Opportunities”) that require annual financial support to achieve success and realize community goals over three years (July 1, 2023 – June 30, 2026). Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID.

The **steps to identify investment opportunities** for Sponsorship include the following:



Detail

Community-Wide Surveys

The NTCA will conduct a community-wide survey to inform investment opportunity criteria and help assess priorities within the guiding documents referenced above.

Sponsorship Priorities

Please take note of the **preferred investments** outlined within each category.

- **Workforce Housing** – Preferred investments include new pilot programs, the expansion of existing and successful pilot programs, programs that unlock existing homes for long-term or seasonal rentals, and the construction of workforce housing units.
- **Economic Development, Transportation, and Other Priorities** – Preferred investments include expanded or enhanced public transportation service, micro-transit service, shuttle service, park and ride, and infrastructure planning/construction within the Resort Triangle, specifically along the SR 89 and SR 267 corridors.
- **Sustainability and Mitigation of Tourism** – Preferred investments include trash mitigation, traffic calming measures, crossing guards, and communication/outreach initiatives to visitors.
- **Trails** – Preferred investments include planning/constructing new trails that support the Resort Triangle as outlined in the Resort Triangle Transportation Plan, The TRPA's Regional Transportation Plan and the Placer County Parks and Trails Master Plan.
- **Maintenance** - ?

Minimum Requirements

- The applicant is a nonprofit, government agency or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant provides services or conducts business in the North Lake Tahoe community, specifically the 10 percent TOT Collection Area in eastern Placer County.
- The applicant's proposal is consistent with the preferred investments outlined in the Letter of Interest solicitation.
- The investment is in alignment with the match criteria.
- The investment will require annual funding support including funds for planning, operations, construction and/or implementation.
- The investment demonstrates public benefit.
- The investment is not already funded by Placer County.

Sponsorship Criteria

Sections include the following:

- Community Vitality (up to 35 points, aligns w/ NTCA brand pillars)
- Economic Health (Up to 35 points, aligns w/ NTCA brand pillars)
- Environmental Stewardship (Up to 25 points, aligns w/ brand pillars)
- Budget (up to 20 points)
- Organizational Capacity (up to 15 points)
- Investment readiness (up to 20 points)
- Matching funds (up to 40 points)



Questions/Comments

