



BOARD OF DIRECTORS MEETING/ Annual Meeting of Members

DATE: Wednesday, April 12, 2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: North Tahoe Event Center
8318 N Lake Blvd., Kings Beach, CA

BOARD OF DIRECTORS

CHAIR

VICE CHAIR SUE RAE IRELAN, Placer County Appointee
TREASURER DAN TESTER, Squaw Valley Business Assoc.
SECRETARY RAY VILLAMAN, F&B At Large
PAST CHAIR SAMIR TUMA, At-Large Seat #1
MIKE DEGROFF, Palisades Tahoe
AMY OHRAN, Northstar California Resort
HARRY HIRSCH, Homewood Mountain Resort
MANFRED STEUERWALD, Resort at Squaw Creek
COLIN PERRY, Ritz-Carlton, Lake Tahoe
JILL SCHOTT, North Shore Lodging/Property Management

DJ EWAN, West Shore Lodging/Property Management
JIM PHELAN, At-Large Activity Business Sector
DAVE WILDEROTTER, At-Large Seat #2
MELISSA SIIG, Tahoe City Downtown Association
ALYSSA REILLY, North Tahoe Business Association
DOUG BURNETT, Northstar Business Association

ADVISORY MEMBERS

STEPHANIE HOLLOWAY, Placer County Executive Office
JEFF COWEN, Tahoe Regional Planning Agency

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3z4OLgE>

Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.

8:30 a.m.

1. Call to Order – Establish Quorum
2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
3. Introduction of newly elected board members DJ Ewan & Doug Burnett
4. Election of Board Officers [ACTION]
5. Agenda Amendments and Approval [ACTION]
6. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

Page:1 A. NLTRA Board Meeting Minutes from March 8, 2023 [Link to preliminary online document](#)

Page:5 B. Review and Approval of CEO’s Expense Report for Feb 2023

Page:17 C. NLTRA Preliminary Financial Statements, Feb 2023

Page:38 D. Approval of the TBID Zone 1 recommendations of the Tahoe City Downtown Association to fund \$11,270 for Upgraded Flower Baskets

Page:49 E. Notification of new NTCA Marketing Cooperative Committee members

F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting March 29, 2023
- TOT Committee Meeting, March 20, 2023
- TBID Advisory Committee Meeting, March 15, 2023
- Zone 1 Committee Meeting, March 15, 2023
- Tourism Development Committee March 28, 2023
- In-Market Tourism Development Committee March 28, 2023

8:50 a.m. 7. Action Item:

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A. Approval of the TBID Advisory recommendation to fund the Housing Hub incubation request for up to \$150,000 cash contribution and \$34,000 of in-kind support for year one budget – Tony Karwowski/Erin Casey

B. Approval of the TBID Advisory recommendation to fund the Housing Hub in year two, at an unspecified amount to be determined. – Tony Karwowski

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C. Reappoint of TBID Advisory committee members Daniel Scott, Jon Roscher, Kat Hill, and Jonn Melrose to a 2-year term. – Tony Karwowski

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D. Reappoint of TBID Zone 1 committee members Alex Mourelatos and Melissa Siig to a 2-year term. – Tony Karwowski

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E. Appointment of Mitchell Murray to NTCA appointed Lodging CAP committee Seat. – Tony Karwowski

10:00 a.m. 8. Informational Updates/Verbal Reports:

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A. Community Survey Results Presentation – Tony Karwowski

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B. Regional Storm messaging coordination update – Kristin Guinn

10:40 a.m. 9. Reports/Back up – _The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.

A. Destimetrics Report, Feb 2023

B. Conference Revenue Statistics Report, Feb 2023

C. Tourism Development Report on Activities, Feb 2023

D. Reno Tahoe Airport Report, Feb 2023

E. Visitor Information Center Report, Feb 2023

F. North Lake Tahoe Marketing Cooperative Financials, Feb 2023

10:45 a.m. 10. CEO and Staff Updates

10:50 a.m. 11. Directors Comments

10:55 a.m. 12. Meeting Review and Staff Direction

11:00 a.m. 13. Adjournment



BOARD OF DIRECTORS MEETING

DATE: Wednesday, Mar 1, 2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: Tahoe City PUD
221 Fairway Dr., Tahoe City, CA

BOARD OF DIRECTORS

CHAIR

- VICE CHAIR SUE RAE IRELAN**, Placer County Appointee
- TREASURER DAN TESTER**, Squaw Valley Business Assoc.
- SECRETARY RAY VILLAMAN**, F&B At Large
- PAST CHAIR SAMIR TUMA**, At-Large Seat #1
- MIKE DEGROFF**, Palisades Tahoe
- AMY OHRAN**, Northstar California Resort
- HARRY HIRSCH**, Homewood Mountain Resort
- MANFRED STEUERWALD**, Resort at Squaw Creek
- COLIN PERRY**, Ritz-Carlton, Lake Tahoe

- JILL SCHOTT**, North Shore Lodging/Property Management
- STEPHANIE HOFFMAN**, West Shore Lodging/Property Management
- JIM PHELAN**, At-Large Activity Business Sector
- DAVE WILDEROTTER**, At-Large Seat #2
- MELISSA SIIG**, Tahoe City Downtown Association
- ALYSSA REILLY**, North Tahoe Business Association

ADVISORY MEMBERS

- STEPHANIE HOLLOWAY**, Placer County Executive Office
- JEFF COWEN**, Tahoe Regional Planning Agency

**Board of Directors – Draft Meeting Minutes – March 8, 2023
Rescheduled from March 1, 2023**

1. Call to Order – Establish Quorum

Irelan called the meeting to order at 8:06am. A quorum was established.

Board members present

Sue Rae Irelan, Jim Phelan, Dan Tester, Harry Hirsh, Sue Rae Irelan, Amy Ohran, Jill Schott, Melissa Siig, Stephanie Hoffman, Ray Villaman, Mike DeGoff, and Colin Perry. Also participating was Advisory member Jeff Cowen.

Board members absent

Colin Perry, Dave Wilderotter, Alyssa Reilly, and Manfred Steuerwald

Staff Members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, Derek Vaughan, Kimberly Brown, Kirstin Guinn, and Julie Barber

Others in attendance

Included Kendall Galka, Samir Tuma (attending remotely as public), Lindsay Romack, Jess Weaver, Andrew Pappas, Julie Barber, Cruz Events, Katie Biggers, and Nick Martin. There may have been others attending who did not identify themselves.

2. Public Forum

There were no comments on items not on today’s agenda.

3. Agenda Amendments and Approval [ACTION]

It was moved by Phelan and seconded by Siig to approve today’s agenda as presented. Motion carried unanimously.

4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate

discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NLTRA Board Meeting Minutes from Feb 1, 2023 [Link to preliminary online document](#)

B. Review and Approval of CEO's Expense Report for Dec & Jan

C. NLTRA Preliminary Financial Statements, Jan 2023

D. Approval of the Tourism Development Committee recommendation of ADVNC Lacrosse Tournament 2023 Sponsorship in the amount of \$12,000

E. Approval of the Tourism Development Committee recommendation of North Tahoe Business Association 2023 Drone Show Sponsorship in the amount of \$25,000

F. Approval of the Tourism Development Committee recommendation of Tahoe City Downtown Association 2023 Drone Show Sponsorship in the amount of \$25,000

G. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Feb 22, 2023
- TOT Committee Meeting, Feb 15, 2023
- TBID Advisory Committee Meeting, Feb 15, 2023
- Zone 1 Committee Meeting, Feb 15, 2023
- Tourism Development Committee Feb 21, 2023
- In-Market Tourism Development Committee Nov 29, 2022

It was moved by Tester and seconded by Phelan to approve the Consent Calendar as presented. Motion carried unanimously.

5. Action Item

A. Moving April 5th BOD meeting to April 12th 4/5 to 4/12 - Tony Karwowski

It was moved by Phelan and seconded by Schott to move the April 5, 2023 Board meeting to April 12, 2023. Motion carried unanimously.

6. Informational Updates/Verbal Reports:

A. Spring Consumer Media Campaign – Kirstin Guinn

Guinn presented the spring campaign, scheduled to launch in March. She noted the strategies to promote sustainability.

Guinn reviewed the data and demographics used to develop the campaign, as well as the budget and timing of the spend between March and May. The spring campaign accounts for 40% of the annual media spend.

Guinn answered questions clarifying her presentation.

B. Drone Show Update by TCDA & NTBA - Katie Biggers & Alyssa Reilly

Biggers presented the proposal to produce a drone show in Tahoe City over the 4th of July and in Kings Beach over Labor Day, in lieu of fireworks. Based on the budget available, Tahoe City will have 250 drones and Kings Beach will have 300 since the cost is a bit less over Labor Day. The current ask is for a \$75,000 sponsorship per show. Biggers showed the video of the drone show produced for Northstar's 50th Anniversary celebration.

Discussion followed regarding logistics, viewing areas, and costs of the shows.

C. Results of Board Election - Tony Karwowski

Karwowski noted Stephanie Hoffman has termed out. He thanked her for her many contributions over the years.

Karowski thanked the current Election Committee; He reported the results of the 1,220 ballots received, representing 21% of the membership.

D. Draft Financial Audit - Kendall Galka

Galka from McClintock Accountancy presented the draft Audit for the year ended June 30, 2022. She said the organization received the highest finding, a Clean Opinion. Galka reviewed details of the report, noting the Finance Committee has reviewed the document. This is a significant year given staff turnover and the transition from TOT funding to TBID. Very few adjustments are recommended, which indicated the monthly financial reports are quite accurate.

Galka thanked staff and the Finance Committee for their help and cooperation. The final will be considered for approval next month.

7. Reports/Back up – _The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report, Jan 2023**
- B. Conference Revenue Statistics Report, Jan 2023**
- C. Tourism Development Report on Activities, Jan 2023**
- D. Reno Tahoe Airport Report, Jan 2023**
- E. Visitor Information Center Report, Jan 2023**
- F. North Lake Tahoe Marketing Cooperative Financials, Jan 2023**

8 CEO and Staff Updates

Karowski reported on recent conversations with Civitas about the California Department of Taxation’s ruling that if assessed goods are taxed, the tax must also be assessed. Karowski is working with Civitas on a legal and legislative approach. In the meantime, the NTCA position is to educate assessed businesses and help them comply. Discussion followed as the requirement was clarified. In response to a question, Karowski noted a restaurant in Mammoth was audited and had to pay taxes from when the TBID was instituted even though this requirement came to light afterwards.

Karowski reported the joint meeting of the CAP, TOT, TBID Advisory, and TBID Zone 1 committees went very well. Housing and transit were the main topics. The second of two surveys to identify the community’s priorities is still out. The next step is for the Committee Chairs and Vice-Chairs to meet with staff to review criteria for the granting cycles. A presentation will come to this Board next month.

Karowski reminded Board members to submit their Form 700s by April 1, 2023.

The April Board meeting will also constitute the Annual Members meeting.

Brown announced the Annual Awards Dinner is scheduled for June 1 at Olympic Village Inn.

9. Directors Comments

Schott asked that since the name of the organization is now Community Alliance, should the Board be broadened to reflect the community? A brief discussion followed. Phelan pointed out the Management District Plan (MDP) for the TBID identifies the Board seats, but when it is renewed, perhaps that could be revisited. Karowski is hoping to schedule a Board retreat and this would be a good topic for discussion.

Siig announced tickets for the June 10 Food & Wine Classic are on sale.

Irelan has shared the online survey and received feedback that it is very focused on transportation and housing. There is really no way to answer the questions to consider other projects identified in the Tourism

Master Plan. A conversation followed, noting each committee will be making recommendations germane to it.

Siig had a great time at World Cup, but it drained business from Tahoe City that weekend. She wondered if that is just a cost of supporting an event like that. She asked about a debrief to see how the event went overall. Irelan suggested including TCDA and NTBA, as well as a report on how transit was used. DeGroff will present something as he receives information.

10. Meeting Review and Staff Direction

- Survey presentation and how Committees are considering the information
- World Cup wrap up

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 10:49 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report

Month/Yr February 2023
Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
2/6/2023	A	Southwest Airlines	2QQOX4	Airfare to Cal Travel	375.98			x
2/6/2023	B	Southwest Airlines	2QQOX4	Airfare to Cal Travel	40.00			
2/6/2023	C	Cal Travel		Spring Board Meeting	200.00			x
2/10/2023	D	Mariott	219883JC	Dinner	75.50			x
2/10/2023	E	Mariott	35649	Room/lunch breakfast	507.31			x
2/9/2023	F	Uber	PZRJR6P7	Airport to Hotel Uber	19.98			x
2/13/2023	G	Uber	CRN5Z2DS	Hote to Airport Uber	16.98			x
2/22/2023	H	KT Base Bar Palisades		Mistake-deduct from mileage owed please		(\$18.00)		
2/23/2023	I	Mariott	M05480	Hotel mailed lost item - deduct from mileage owed please		(\$27.68)		
	J							
	K							
	L							
	M							
	N							
	O							
	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage	See Attached Mileage Report		\$52.50		
				Mileage Reimbursed Through Payroll				
TOTAL - CREDIT CARD EXPENSES					\$1,235.73			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$6.82		

Signed By: _____

Approved By: _____

Date: _____

Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	

BANK OF THE WEST

A trade name used by BMO Harris Bank N.A.

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0183-4849
Statement Date	FEB 28, 2023
Total Activity	\$1,317.35

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENT

ANTHONY KARWOWSKI
N LAKE TAHOE RESORT
ATTN: DEWITT VN SICLEN
100 N LAKE BLVD
N LAKE TAHOE RESORT ASSOC
TAHOE CITY CA 96145-2273

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,317.35		\$0.00		\$0.00		\$1,317.35

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-06	02-02	55432863034201621357604	SOUTHWES 5269950500316 800-435-9792 TX Tax ID: 741563240 Mer Ref: 5289950500316 Mer Zip: 75235 Passenger Name: KARWOWSKI/ANTHONY Ticket Number: 5269950500316 Dep Date: 02/02/23 Orig Airport: RNO Serv Class: Y Carrier Code: WN Dest Airport: LAS Dep Date: 02/02/23 Orig Airport: LAS Serv Class: Y Carrier Code: WN Dest Airport: SNA	20.00
02-06	02-02	55432863034201621357612	SOUTHWES 5269950500317 800-435-9792 TX Tax ID: 741563240 Mer Ref: 5269950500317 Mer Zip: 75235 Passenger Name: KARWOWSKI/ANTHONY Ticket Number: 5269950500317 Dep Date: 02/02/23 Orig Airport: SNA Serv Class: Y Carrier Code: WN Dest Airport: LAS Dep Date: 02/02/23 Orig Airport: LAS Serv Class: Y Carrier Code: WN Dest Airport: RNO	20.00
02-06	02-02	55432863034201621357620	SOUTHWES 5262416055335 800-435-9792 TX Tax ID: 741563240 Mer Ref: 5262416055335 Mer Zip: 75235 Passenger Name: KARWOWSKI/ANTHONY Ticket Number: 5262416055335 Dep Date: 02/08/23 Orig Airport: RNO Serv Class: I Carrier Code: WN Dest Airport: LAS Dep Date: 02/08/23 Orig Airport: LAS Serv Class: I Carrier Code: WN Dest Airport: SNA	375.96

For Customer Service, Call:	Account Number	Account Summary	
	1-866-432-8161	XXXX-XXXX-0183-4849	Purchases & Other Charges
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	FEB 28, 2023	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$1,317.35
	\$0.00		

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.

Statement Date	FEB 28, 2023	Total Activity	\$1,317.35
Credit Limit	\$10,000	Single Purchase Limit	\$10,000.00
ANTHONY KARWOWSKI			
XXXX-XXXX-0183-4849			

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-08	02-03		Dep Date: 02/10/23 Orig Airport: SNA Serv Class: N Carrier Code: WN Dest Airport: LAS Dep Date: 02/10/23 Orig Airport: LAS Serv Class: N Carrier Code: WN Dest Airport: RNO 55480773034288860900034 CALIFORNIA TRAVEL ASSO 6507439936 CA Tran: CalTravel Spring Tax ID: 953627301 Mer Ref: 0000000295 Mer Zip: 94062 Origin Zip: 94062 Dest City: USA	200.00
02-10	02-08		55432863040100359651430 MARRIOTT 33711 NEWPORT NEWPORT BCH CA Arrival Date: 02/08/23 Departure Date: 02/08/23 Invoice Number: M04131 Tran: 1945 Tax ID: 521953953 Mer Ref: 089081 Mer Zip: 92860	75.50
02-13	02-08		55432863042100916333841 MARRIOTT NEWPORT BEACH NEWPORT BCH CA Arrival Date: 02/08/23 Departure Date: 02/08/23 Invoice Number: M04329 Tran: 3657418 Tax ID: 521953953 Mer Ref: 020247 Mer Zip: 92860	507.31
02-09	02-09		55429503040713584651053 UBER TRIP 8005928996 CA Tran: PZRJR6P7 Tax ID: 452647441 Mer Ref: PZRJR6P7 Mer Zip: 94105 Origin Zip: 94105 Dest Zip: 92860 Dest City: USA	19.98
02-13	02-10		Product Code: 350 Desc: UBER RIDE Qty: 1 Unit: RID Disc: N Ext Item Amt: 19.98 55480773042091721000432 RENO-TAHOE AIRPORT AUT RENO NV Tax ID: 880156921 Mer Ref: 72100043 Mer Zip: 89502 Origin Zip: 89502 Dest City: USA	36.00
02-13	02-11		55429503042716927001647 UBER TRIP 8005928996 CA Tran: CRN5Z2DS Tax ID: 452647441 Mer Ref: CRN5Z2DS Mer Zip: 94105 Origin Zip: 94105 Dest Zip: 92707 Dest City: USA	16.98
02-22	02-20		Product Code: 350 Desc: UBER RIDE Qty: 1 Unit: RID Disc: N Ext Item Amt: 16.98 55432863052204332734779 KT BASE BAR PALISADES OLYMPIC VALLECA Tran: 117407216 Tax ID: 616594682 Mer Ref: 117407216 Mer Zip: 96146 Tax: 1.22	18.00
02-23	02-22		55432883053204599448880 MARRIOTT NEWPORT BEACH NEWPORT BCH CA Arrival Date: 02/22/23 Departure Date: 02/22/23 Invoice Number: M05480 Tran: 35649 Tax ID: 521953953 Mer Ref: 043758 Mer Zip: 92860	27.62



Love Field
P.O. Box 36647 -- 1CR
Dallas, TX 75235 -- 1647
(800) 435-9792
(972) 656-2561 (fax)

SOUTHWEST AIRLINES

Ticket No: 5262416055335 PNR No: 2QQOX4 PAX:KARWOWSKI, ANTHONY
Issue Date: 02/Feb/2023 Res System: ALTBA Purchaser:
TKT EXP: 03/Feb/2024 Customer No:448773522
Payee - FirstName: ANTHONY LastName: KARWOWSKI ARC No:

Itinerary Payments Fare Calc line Address Remarks Associated EMDs All

Itinerary

CPN	FLT	FLT Time	FLT Date	Ori-Dest	Status	Updated Date	FBC	PF	Total Tax	Total Tkt
0-1	648	14:25	08/Feb/2023	RNOLAS	USED	09/Feb/2023	ILA3W2H	WGA		
0-2	2342	17:10	08/Feb/2023	LASSNA	USED	09/Feb/2023	ILA3W2H	WGA		
1-3	1349	15:15	10/Feb/2023	SNALAS	USED	11/Feb/2023	NLA3W2H	WGA		
1-4	586	17:55	10/Feb/2023	LASRNO	USED	11/Feb/2023	NLA3W2H	WGA		

\$ 71.25 **\$375.96**

Payments

FOP	Exp Date	Orig Amt	Remaining Amt		
			Ref	NonRef	Amt
CC 556932XXXXXX4849		\$375.96	\$0.00	\$0.00	\$ 0.00

Fare Calc line

O-D	Base	Excise	Segment	XF	AY	Misc	International
RNOSNA	\$142.12						
SNARNO	\$162.59						
TOTAL	\$304.71	\$22.85	\$19.20	\$18.00	\$11.20	\$0.00	\$0.00

Address

Addr 1: 100 NORTH LAKE BLVD.
Addr 2:
City: TAHOE CITY State: CA Zip: 96145
Country: US



Love Field
 P.O. Box 36647 - 1CR
 Dallas, TX 75235 - 1647
 (800) 435-9792
 (972) 656-2561 (fax)

SOUTHWEST AIRLINES

Email 1: T_KARWOWSKI@HOTMAIL.COM Email 2:

Claim Remarks

Remark Text	Create Date	Created By
-------------	-------------	------------

Associated EMDs

EMD#	EMD Type	Status	FOP	Amount
<u>5269950500316</u>	EARLY BIRD	USED	CC 556932XXXXXX4849	\$20.00
<u>5269950500317</u>	EARLY BIRD	USED	CC 556932XXXXXX4849	\$20.00
<u>5269951225118</u>	UPGRADED BOARDING	USED	CC 414720XXXXXX3480	\$40.00
<u>5269951225117</u>	UPGRADED BOARDING	USED	CC 414720XXXXXX3480	\$30.00

Karwowski, Tony - Invitee

Orders & Payments

Order Details *CAZ Tracel*

Item	Regisrnt	Fee	Qty	Amount Ordered (USD)	Amount Paid (USD)	Amount Due (USD)
Order Number: NBNHNP2YWKP (Submitted on 2/2/2023)				Invoice Number: CT2021-022023-0089		
PAC Fundraising Dinner	<input checked="" type="checkbox"/> Karwowski, Tony	\$200.00	1	\$200.00	\$200.00	\$0.00
Total				\$200.00	\$200.00	\$0.00

Payments & Refunds

Need help refunding registrants?

Type	Method	Date	Ref#	Amount (USD)
Online Payment	<input checked="" type="checkbox"/> Mastercard	2/2/2023 ET	4049	\$200.00
Total				\$200.00

& & & 401 & & &
VEA NEWPORT BEACH
**** VIEW ****

2198B3 JC

CHK 1945 TBL 1/55
 GST 1
CC/10/KARWOWSKI
8 Feb'23 7:01 PM

1 DRFT STEREO BREWING PERFECT DAY	10.00
1 SPICY CRAB	18.00
1 SUNSET VIEW ROLL	20.00
1 DRFT STEREO BREWING PERFECT DAY	10.00

Subtotal: \$58.00
Tax: \$4.50

8:18 PM
TOTAL DUE: \$62.50

PLEASE COMPLETE FOR ROOM CHARGES

GRATUITY 13.00

TOTAL 75.60

ROOM NUMBER _____

PRINT LAST NAME _____

SIGNATURE AK



VEA NEWPORT BEACH, A MARRIOTT

GUEST FOLIO

733	KARWOWSKI/TONY	339.00	02/10/23	12:23	35649	16999
ROOM	NAME	RATE	DEPART	TIME	ACCT#	GROUP
PD	900 NEWPORT CENTER D		02/08/23	18:41		
TYPE	NEWPORT BEAC CA 92660		ARRIVE	TIME		
25						
ROOM			PASSPORT:			MBV#:
CLERK	ADDRESS		MCXXXXXXXXXXXX4849			
			PAYMENT			

DATE	REFERENCES	CHARGES	CREDITS	BALANCES DUE
02/08	RESORTFE	RESORT	35.00	
02/08	RM TX	RESORT	3.50	
02/08	NPB FEE	RESORT	1.05	
02/08	ROOM	733, 1	339.00	
02/08	RM TX	733, 1	33.90	
02/08	CA FEE	733, 1	.65	
02/08	NPB FEE	733, 1	10.17	
02/09	ELAN	7377 733	29.78	
02/09	EDGE	5916 733	43.64	
02/09	ELAN	7035 733	5.31	
02/10	ELAN	7065 733	5.31	
02/10	GCARD-MC			507.31
	PAYMENT : MASTER CARD XXXXXXXXXXXX4849			
	AUTHORIZATION *****			
	APPROVED			
	Total: \$300.00 Card Type: MASTERCARD Card Entry: CHIP Acct #: *****4849 Approval Code: 020247			
	***** EMV AUTHORIZATION *****			
	App Label: MASTERCARD Mode: Issuer			
	AID: A000000041010 TVR: 0000008000 IAD: 01106070032200002312000000000000FF TSI: E800 ARC: 00			
	AC: 7C72A4E0D02AB684 CVM: 1E0300			

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This statement is your only receipt. You have agreed to pay in cash or by approved personal check or to authorize us to charge your credit card for all amounts charged to you. The amounts shown in the credit column opposite any credit card entry in the reference column above will be charged to the credit card number set forth above. (The credit card company will bill in the usual manner.) If for any reason the credit card company does not make payment on this account, you will owe us such amount. If you are directed, in the event payment is not made within 28 days after check-out, you will owe us interest from the check-out date on any unpaid amount at the rate of 1.5% per month (ANNUAL RATE 18%), or the maximum allowed by law, plus the reasonable cost of collection, including attorney fees.

Signature X

R E C E I P T

Reno-Tahoe Intl Airpt

PO BOX 12490
Reno NV 89510
775-328-6566

Receipt 8715/0607/607 02/10/23 19:21:02

010100 Pay Parking Tickets\$ 36.00
02/08/23 12:26 - 02/10/23 19:20
Length of stay: 2 Days, 06:54
Epan: 7851011013039447900
02991067851011013039447900??

Total Amount \$ 36.00

Credit Mastercard \$ 36.00
Tax 0.00 % \$ 0.00

.....
HASTERCARD
AID A0000000041010
APP LABEL HASTERCARD
CARD *****4049
PAN SEQ Number 01
AUTHORIZATION 061628
TOTAL USD\$36.00

APPROVED
UID 14935
TRAN 000000212050819

** Thank you **
** Open 24 hours **



February 8, 2023

Thanks for tipping, Tony

We hope you enjoyed your ride this afternoon.

Total **\$19.98**

Tip fare \$8.09

Subtotal \$8.09

Marketplace Fee \$2.64

Airport Surcharge \$3.00

Access for All Fee \$0.10

CA Driver Benefits \$0.35

Tips \$5.00

Payments

 Mastercard ****4849 \$19.98
2/8/23 7:00 PM

[Visit the info page](#) for more information, including invoices (where available)

You rode with Phong

UberX 5.44 miles | 18 min

6:22 PM | Terminal C, John Wayne Airport (SNA), Santa Ana, CA 92707, US

6:40 PM | 900 Newport Center Dr, Newport Beach, CA 92660, US

Fare does not include fees that may be charged by your bank. Please contact your bank directly for inquiries.



February 10, 2023

Here's your receipt for your ride, Tony

We hope you enjoyed your ride this afternoon.

Total **\$16.98**

Trip fare \$10.73

Subtotal	\$10.73
Marketplace Fee	\$2.80
Airport Surcharge	\$3.00
Access for All Fee	\$0.10
CA Driver Benefits	\$0.35

Payments

 Mastercard ****4849 \$16.98
2/10/23 11:24 PM

[Visit the trip page](#) for more information, including invoices (where available)

You rode with Anwer

UberX 6.35 miles | 18 min

12:33 PM | 900 Newport Center Dr, Newport Beach, CA 92660, US
12:49 PM | Terminal C, John Wayne Airport (SNA), Santa Ana, CA 92707, US

Fare does not include fees that may be charged by your bank. Please contact your bank directly for inquiries.



3/29/2023

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for February 28, 2023

Summary of preliminary NTCA financial results for February 28, 2023

- Cash – Total cash remained constant over the prior month. The amount of TBID collections in February were relatively the same as total disbursements for the month.
- Accounts Receivable - \$5k is the Spartan refund from prior year, we are still expecting collection
- Accounts Receivable TBID –This \$1.3m account balance reflects the difference in revenue recorded vs cash collected. We have recorded roughly 70% of our revenue year-to-date based on a total fiscal year budget of \$6m. Actual year-to-date revenue received the prior year was 48% of the total. I believe cash collections will outpace budgeted revenue for the remainder of the year beginning with the March revenue collected in April.
- Accounts Receivable Membership Dues – We are currently reconciling these accounts regarding chamber dues
- Accounts Receivable Membership Activities – We are investigating if these eblast invoices from prior year are collectible
- Deposits \$1672 – Most of these are over four years old and we are determining when they should be written off
- Accounts Payable - The discrepancy between \$78k reported on the balance sheet and \$70k reported on the aging report occurred during our transition to our new accounting system. I am in the process of identifying this discrepancy
- Accounts Payable Other - TBID members that are due refunds, this account will be reduced to zero once chamber dues are reconciled
- Due To/From County – These funds will be returned to the county after the conclusion of the 21/22 fiscal year audit
- Revenues – I continued to follow the budget through February. Revenue appears to be tracking similar to prior year except in the first quarter. The revenue in the first quarter was over \$700k more than prior year. This increase was primarily from Lodging businesses in Zone 1. I believe this increase was due to a combination of improved collection efforts by the county and increases in revenue from these businesses. December revenue (which includes the quarterly payments) was \$1,136,900. Prior December was \$1,137,500. If revenue stays on pace with prior year for the remainder of the year, the projected revenue at fiscal year-end will be \$6.8m.
- Salaries & Wages – reflects two pay periods, same as in January

- Health Insurance Expense – The \$3k credit reflects the employee portion of health insurance that is credited against the expense account. No health insurance payment was made in February due to timing, so the debt portion of this account is missing this month
- Event Sponsorship – included \$58k for WinterWonderGrass and \$50k in TCDA grants
- In-Market Tourism - \$23k for rebranding
- NLTMC Contributions are consistent with budget

Summary of preliminary NLTMC financial results for February 28, 2023

- Income follows budget

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

February 28, 2023

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Eight Months Ending Tuesday, February 28, 2023

1 of 2
3/23/2023
10:11 AM

	YTD		
	Feb 2023	Feb 2022	
	2022	2021	Variance
Current Assets			
Cash - TBID Disbursements	2,090,090	0	(2,090,090)
Cash - TBID Funding	4,631,857	1,697,348	(2,934,510)
Special Event Funding	1,514	39,803	38,289
Cash Flow Reserve	101,171	100,976	(195)
Marketing Reserve	50,417	50,356	(61)
Payroll Reserve	46,543	68,102	21,559
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	1,300,193	0	(1,300,193)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	43,206	17,025	(26,181)
Accounts Receivable - Membership Activities	470	985	515
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	0	5,932	5,932
Accounts Receivable - Other	0	2,442	2,441
Inventory Asset	25,364	26,867	1,504
Gift Cards Outstanding	18	18	0
Prepaid Expenses	3,088	6,500	3,412
Prepaid Postage	100	100	0
Prepaid Insurance	612	2,689	2,077
Deposits	1,672	1,150	(522)
Total Current Assets	8,305,311	2,444,456	(5,860,854)
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	11,013	11,013	0
Accumulated Depreciation - Computer Equipment	(6,277)	(3,222)	3,055
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	24,284	24,284	0
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
Total Fixed Assets	4,736	7,791	3,055
Total Assets	\$8,310,046	\$2,452,247	(\$5,857,799)
Liabilities			
Current Liabilities			
Accounts Payable	78,791	69,892	8,899
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	1,955	41,223	(39,268)
Incentives Payable	53,615	44,055	9,560
PTO Payable	35,798	62,280	(26,482)
401k Payable	1,391	1,218	173
Employer Tax Payable	4,090	3,379	710
Retail Payable	7,612	0	7,612
Accrued Expenses	69,417	200,350	(130,933)
Deferred Revenue - Membership Dues	4,208	20,827	(16,620)
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From BOTW CC	(8,102)	0	(8,102)
Due To/From County	1,360,485	1,480,803	(120,318)
Due To/From TBID	132,453	0	132,453
<i>Suspense (may include rounding)</i>	<i>(10,740)</i>	<i>0</i>	<i>(10,740)</i>
Total Current Liabilities	1,756,097	1,947,457	191,360
Sales Tax Payable	(1,193)	2,877	(4,070)
Use Tax Payable	25	1,418	(1,393)
Total Tax Payable	(1,168)	4,295	5,463
Long-Term Debt			
Total Liabilities	1,754,929	1,951,752	196,823
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	5,187,398	0	5,187,398
Net Income	1,350,225	0	1,350,225
Total Equity	6,555,117	500,495	(6,054,622)

**Balance Sheet - PY
Comparison**
North Lake Tahoe Resort
Association

For the Eight Months Ending Tuesday, February 28, 2023

2 of 2
3/23/2023
10:11 AM

	YTD		
	Feb 2023	Feb 2022	
	2022	2021	Variance
Liabilities & Shareholder Equity	<u>\$8,310,046</u>	<u>\$2,452,247</u>	<u>(\$5,857,799)</u>

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association
 Payables Management

Ranges:

Vendor ID: First - Last
 Class ID: First - Last
 Payment Priority: First - Last
 Vendor Name: First - Last

User-Defined 1: First - Last
 Posting Date: First - 2/28/2023
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Aged By: Document Date Sorted By: Vendor ID
 Aging Date: 2/28/2023 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID	Name	Class ID	User-Defined 1:		
			31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: ACCOC	Name: Accounting on Computers	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 18	Aged Totals:		\$393.75	\$393.75	\$0.00
Vendor ID: ATOMIC PRINTING	Name: Atomic Printing, Inc.	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 3	Aged Totals:		\$1,644.15	\$1,644.15	\$0.00
Vendor ID: AUGUSTINEIDEAS	Name: D. Augustine & Associates	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 15	Aged Totals:		\$11,772.50	\$0.00	\$0.00
Vendor ID: CHRISTOPHER SEG	Name: Christopher Segal	Class ID:	User-Defined 1:		
			Due	Current Period	
Voucher(s): 1	Aged Totals:		\$1,900.00	\$1,900.00	\$0.00
Vendor ID: CINTAS CORPORAT	Name: Cintas Corporation #623	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 28	Aged Totals:		\$502.97	\$502.97	\$0.00
Vendor ID: CSG DIRECT, INC	Name: CSG Direct, Inc.	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 4	Aged Totals:		\$3,525.83	\$3,525.83	\$0.00
Vendor ID: ERIN CASEY	Name: Erin Casey	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 7	Aged Totals:		\$9,860.00	\$9,860.00	\$0.00
Vendor ID: FIRED UP BRANDS	Name: Fired Up Brands, Inc	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 5	Aged Totals:		\$500.00	\$500.00	\$0.00
Vendor ID: FP MAILING SOLU	Name: FP Mailing Solutions	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 10	Aged Totals:		\$292.61	\$0.00	\$210.91
Vendor ID: GIBSON, SHAY	Name: Gibson, Shay	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 4	Aged Totals:		\$100.00	\$100.00	\$0.00
Vendor ID: HENNESSEY HEATI	Name: HENNESSEY HEATING & AIR	Class ID:	User-Defined 1:		
			Due	Current Period	
Voucher(s): 1	Aged Totals:		\$750.00	\$0.00	\$750.00
Vendor ID: LIBERTY UTILITI	Name: Liberty Utilities*	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 21	Aged Totals:		\$148.11	\$148.11	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 15	Aged Totals:		\$28.70	\$28.70	\$0.00
Vendor ID: PAPER TRAIL	Name: The Paper Trail*	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 33	Aged Totals:		\$237.00	\$237.00	\$0.00
Vendor ID: PRINCIPAL	Name: Principal Financial Group	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 17	Aged Totals:		\$1,444.79	\$1,444.79	\$0.00
Vendor ID: RAY MORGAN	Name: Ray Morgan Company, LLC	Class ID: PRIMARY	User-Defined 1:		
			Due	Current Period	
Voucher(s): 14	Aged Totals:		\$136.30	\$136.30	\$0.00

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

Vendor ID: ROCK & ROSE		Name: Rock & Rose Inc.		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 7	Aged Totals:	\$1,067.50	\$1,067.50	\$0.00	\$0.00	\$0.00	
Vendor ID: SNOWFEST!		Name: SnowFest!		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$0.00	
Vendor ID: STEPHEN'S		Name: Stephen's Farmhouse		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$118.00	\$118.00	\$0.00	\$0.00	\$0.00	
Vendor ID: STORQUEST		Name: StorQuest		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$305.00	\$305.00	\$0.00	\$0.00	\$0.00	
Vendor ID: TAHOE MARINE		Name: Tahoe Marine & Excavating		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 5	Aged Totals:	\$5,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00	
Vendor ID: TAHOE NORDIC		Name: Tahoe Nordic Search and Rescue		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 3	Aged Totals:	\$3,500.00	\$3,500.00	\$0.00	\$0.00	\$0.00	
Vendor ID: TCDA		Name: Tahoe City Downtown Association*		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 11	Aged Totals:	\$25,000.00	\$25,000.00	\$0.00	\$0.00	\$0.00	
Vendor Totals:		23	\$70,727.21	\$57,912.10	\$960.91	\$11,854.20	\$0.00

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:SUMMARY Summary of All Units

1 of 14
3/23/2023
11:16 AM

	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	328,789	328,789	0	4,149,356	4,149,355	0
Chamber Revenue - Member Dues	14,487	0	14,487	38,545	20,000	18,545
Retail Revenue	1,960	2,000	(40)	62,583	47,000	15,583
Retail Revenue - Merchandise Sales	0	0	0	1,417	0	1,417
Revenue - Other	65	0	65	125	0	125
Revenue - Interest & Investments						
Total Revenues	345,301	330,789	14,512	4,252,027	4,216,355	35,671
Cost of Goods Sold	1,110	2,375	(1,265)	27,782	19,000	8,782
Freight & Shipping Costs	91	0	91	554	0	554
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	1,201	2,375	(1,174)	28,873	19,000	9,873
Gross Profit	344,100	328,414	15,686	4,223,153	4,197,355	25,798
Salaries & Wages	90,231	115,644	(25,413)	650,985	925,153	(274,168)
P/R - Tax Expense	8,416	11,523	(3,107)	55,077	92,182	(37,105)
P/R - Health Insurance Expense	(3,062)	21,414	(24,477)	58,043	171,315	(113,271)
P/R - Workmans Comp	1,017	4,086	(3,069)	3,388	32,685	(29,297)
401(k)	2,801	4,279	(1,478)	17,872	34,233	(16,361)
Other Benefits & Expenses	3,062	407	2,655	14,546	3,253	11,293
Rent	13,300	13,931	(631)	107,636	111,447	(3,811)
Rent - Other	305	0	305	2,053	0	2,053
Utilities	1,070	1,677	(607)	7,809	13,415	(5,606)
Repairs & Maintenance	6,068	1,331	4,737	18,558	10,645	7,913
Telephone & Internet	217	1,644	(1,427)	5,630	13,149	(7,520)
Supplies	593	0	593	2,283	0	2,283
Supplies - Office	2,125	1,200	925	14,600	9,786	4,814
Supplies - Computer	4,073	0	4,073	19,724	12,700	7,024
Mail	3,526	559	2,966	19,471	4,476	14,995
Mail - USPS	0	0	0	816	0	816
Mail - Fedex/UPS	0	0	0	165	0	165
Taxes, Licenses, Fees	1,314	8,771	(7,457)	18,871	70,167	(51,295)
Credit Card Fees	39	125	(87)	834	1,000	(166)
Dues & Subscriptions	834	1,317	(483)	20,367	10,533	9,833
Insurance/Bonding	2,365	1,250	1,115	12,922	10,000	2,922
Associate Relations	0	567	(567)	5,050	4,533	516
Training/Seminars	0	692	(692)	4,200	5,533	(1,333)
Travel	0	342	(342)	48	2,733	(2,686)
Automobile Expenses	0	417	(417)	1,327	3,333	(2,006)
Meals & Meetings	0	633	(633)	6,457	5,067	1,390
Board Functions	3,458	4,000	(542)	27,534	32,000	(4,466)
Professional Fees	10,390	5,750	4,640	87,156	46,000	41,156
Professional Fees - Attourney	1,375	2,500	(1,125)	14,931	20,000	(5,069)
Professional Fees - Accountant	1,814	0	1,814	24,084	35,000	(10,916)
Equipment Support & Maintenance	365	2,917	(2,552)	17,446	23,333	(5,887)
Equipment Rental/Leasing	0	343	(343)	2,666	4,242	(1,576)
Depreciation	153	153	0	1,222	1,222	0
Event Sponsorships	123,887	100,000	23,887	127,092	300,000	(172,908)
Special Event Partnership Funding	2,500	0	2,500	3,750	50,000	(46,250)
Event Operations	0	0	0	1,406	0	1,406
NLTMC Contributions	73,257	73,217	40	1,029,879	1,029,839	40
Non-NLTMC Marketing	15,590	8,917	6,674	76,797	101,333	(24,536)
In-Market/Tourism	22,845	0	22,845	75,468	0	75,468
Media/Collateral/Production	0	0	0	7,468	0	7,468
Additional Opportunities	0	155,078	(155,078)	302,550	1,240,624	(938,074)
Chamber Activities	0	832	(832)	4,750	6,654	(1,904)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	2,000	(2,000)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	0	79,432	(79,432)	0	670,020	(670,020)
Total Operating Expenses	393,925	625,193	(231,268)	2,872,928	5,144,107	(2,271,179)

PL - Budget vs Actual

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:SUMMARY Summary of All Units

2 of 14
3/23/2023
11:16 AM

	Feb 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Net Operating Income	(49,825)	(296,779)	246,954	1,350,225	(946,751)	2,296,977
Other Expense/<Income>						
Net Income	<u>(49,825)</u>	<u>(296,779)</u>	<u>246,954</u>	<u>1,350,225</u>	<u>(946,751)</u>	<u>2,296,977</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	172,614	172,614	0	2,178,410	2,178,412	(2)
Revenue - Interest & Investments						
Total Revenues	172,614	172,614	0	2,178,410	2,178,412	(2)
Gross Profit	172,614	172,614	0	2,178,410	2,178,412	(2)
Salaries & Wages	2,917	34,999	(32,082)	139,056	279,993	(140,937)
P/R - Tax Expense	500	3,500	(2,999)	12,230	27,999	(15,769)
P/R - Health Insurance Expense	225	7,023	(6,798)	13,941	56,183	(42,242)
P/R - Workmans Comp	0	1,227	(1,227)	6	9,817	(9,810)
401(k)	877	1,327	(450)	4,734	10,613	(5,879)
Other Benefits & Expenses	0	137	(137)	411	1,093	(682)
Rent	2,227	2,529	(302)	17,816	20,234	(2,418)
Utilities	0	452	(452)	1,062	3,614	(2,551)
Telephone & Internet	0	468	(468)	325	3,747	(3,422)
Supplies	646	0	646	646	0	646
Supplies - Office	0	50	(50)	273	586	(314)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	1,009	(1,009)
Taxes, Licenses, Fees	1,199	63	1,137	1,379	500	879
Dues & Subscriptions	660	125	535	4,623	1,000	3,623
Associate Relations	0	83	(83)	63	667	(603)
Travel	0	58	(58)	48	467	(419)
Automobile Expenses	0	83	(83)	200	667	(467)
Meals & Meetings	0	42	(42)	151	333	(183)
Professional Fees	30	0	30	30	0	30
Equipment Rental/Leasing	0	115	(115)	0	1,426	(1,426)
Event Sponsorships	61,500	100,000	(38,500)	68,900	300,000	(231,100)
Special Event Partnership Funding	2,500	0	2,500	3,750	50,000	(46,250)
Event Operations	0	0	0	1,406	0	1,406
NLTMC Contributions	73,257	73,217	40	1,029,879	1,029,839	40
Non-NLTMC Marketing	15,115	6,833	8,282	67,053	84,667	(17,614)
In-Market/Tourism	22,845	0	22,845	62,719	0	62,719
Media/Collateral/Production	0	0	0	6,155	0	6,155
Additional Opportunities	0	35,340	(35,340)	0	282,722	(282,722)
Allocated Administrative Overhead	25,921	29,681	(3,760)	412,905	250,365	162,540
Total Operating Expenses	210,420	297,479	(87,059)	1,849,895	2,422,540	(572,645)
Net Operating Income	(37,806)	(124,864)	87,059	328,515	(244,128)	572,643
Other Expense/<Income>						
Net Income	(37,806)	(124,864)	87,059	328,515	(244,128)	572,643

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	48,661	48,661	0	614,105	614,105	0
Revenue - Interest & Investments						
Total Revenues	48,661	48,661	0	614,105	614,105	0
Gross Profit	48,661	48,661	0	614,105	614,105	0
Salaries & Wages	15,041	3,831	11,210	23,402	30,648	(7,246)
P/R - Tax Expense	1,215	383	832	1,877	3,065	(1,188)
P/R - Health Insurance Expense	1,208	616	592	1,208	4,926	(3,718)
P/R - Workmans Comp	0	134	(134)	0	1,074	(1,074)
401(k)	289	153	136	636	1,226	(590)
Other Benefits & Expenses	0	10	(10)	0	80	(80)
Rent	396	174	222	3,167	1,393	1,775
Utilities	0	33	(33)	65	264	(200)
Telephone & Internet	0	34	(34)	0	274	(274)
Supplies - Office	0	83	(83)	0	667	(667)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	200	(200)
Dues & Subscriptions	0	17	(17)	0	133	(133)
Associate Relations	0	17	(17)	0	133	(133)
Automobile Expenses	0	42	(42)	0	333	(333)
Meals & Meetings	0	83	(83)	0	667	(667)
Equipment Rental/Leasing	0	8	(8)	0	104	(104)
Event Sponsorships	50,000	0	50,000	25,000	0	25,000
Non-NLTMC Marketing	0	417	(417)	0	3,333	(3,333)
Additional Opportunities	0	68,348	(68,348)	79,892	546,780	(466,888)
Allocated Administrative Overhead	9,575	8,367	1,207	23,979	70,579	(46,600)
Total Operating Expenses	77,724	82,775	(5,051)	159,359	666,580	(507,221)
Net Operating Income	(29,063)	(34,115)	5,052	454,746	(52,476)	507,221
Other Expense/<Income>						
Net Income	(29,063)	(34,115)	5,052	454,746	(52,476)	507,221

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	24,002	24,002	0	302,904	302,903	1
Retail Revenue	1,960	2,000	(40)	62,583	47,000	15,583
Retail Revenue - Merchandise Sales	0	0	0	1,417	0	1,417
Revenue - Interest & Investments						
Total Revenues	25,962	26,002	(40)	366,905	349,903	17,002
Cost of Goods Sold	1,110	2,375	(1,265)	27,782	19,000	8,782
Freight & Shipping Costs	91	0	91	554	0	554
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	1,201	2,375	(1,174)	28,873	19,000	9,873
Gross Profit	24,761	23,627	1,134	338,032	330,903	7,129
Salaries & Wages	27,566	13,002	14,564	118,115	104,015	14,099
P/R - Tax Expense	2,765	1,259	1,507	11,578	10,068	1,510
P/R - Health Insurance Expense	2,403	2,013	390	2,487	16,104	(13,616)
P/R - Workmans Comp	0	487	(487)	0	3,896	(3,896)
401(k)	777	337	440	3,662	2,694	968
Other Benefits & Expenses	0	40	(40)	82	320	(238)
Rent	6,650	6,848	(198)	53,200	54,781	(1,581)
Utilities	148	465	(317)	608	3,720	(3,112)
Repairs & Maintenance	0	0	0	36	0	36
Telephone & Internet	0	137	(137)	200	1,097	(897)
Supplies	0	0	0	1,133	0	1,133
Supplies - Office	760	458	302	2,637	3,667	(1,029)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	133	(133)
Taxes, Licenses, Fees	30	25	5	133	200	(67)
Credit Card Fees	0	125	(125)	606	1,000	(394)
Dues & Subscriptions	0	17	(17)	0	133	(133)
Associate Relations	0	42	(42)	118	333	(215)
Automobile Expenses	0	83	(83)	201	667	(465)
Meals & Meetings	0	8	(8)	542	67	476
Equipment Rental/Leasing	0	34	(34)	139	417	(279)
Non-NLTMC Marketing	0	417	(417)	0	3,333	(3,333)
Additional Opportunities	0	15,101	(15,101)	0	120,807	(120,807)
Allocated Administrative Overhead	5,774	4,127	1,647	60,434	34,813	25,622
Total Operating Expenses	46,873	45,040	1,833	256,205	362,265	(106,060)
Net Operating Income	(22,112)	(21,414)	(699)	81,826	(31,362)	113,189
Other Expense/<Income>						
Net Income	(22,112)	(21,414)	(699)	81,826	(31,362)	113,189

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	18,083	18,083	0	228,214	228,215	0
Chamber Revenue - Member Dues	0	0	0	0	20,000	(20,000)
Revenue - Interest & Investments						
Total Revenues	18,083	18,083	0	228,214	248,215	(20,000)
Gross Profit	18,083	18,083	0	228,214	248,215	(20,000)
Salaries & Wages	25,573	10,856	14,717	34,132	86,848	(52,716)
P/R - Tax Expense	2,087	1,086	1,001	2,738	8,685	(5,947)
P/R - Health Insurance Expense	2,415	2,869	(454)	2,415	22,955	(20,540)
P/R - Workmans Comp	0	381	(381)	0	3,045	(3,045)
401(k)	523	384	139	864	3,074	(2,210)
Other Benefits & Expenses	0	43	(43)	0	347	(347)
Rent	464	904	(440)	3,712	7,235	(3,524)
Utilities	0	143	(143)	76	1,146	(1,070)
Telephone & Internet	0	149	(149)	175	1,188	(1,013)
Supplies - Office	0	150	(150)	0	1,200	(1,200)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	200	(200)
Dues & Subscriptions	0	17	(17)	2,730	133	2,597
Associate Relations	0	42	(42)	500	333	167
Automobile Expenses	0	42	(42)	138	333	(196)
Meals & Meetings	0	83	(83)	0	667	(667)
Equipment Rental/Leasing	0	37	(37)	0	452	(452)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	9,150	3,333	5,817
Additional Opportunities	0	0	0	222,658	0	222,658
Chamber Activities	0	832	(832)	4,750	6,654	(1,904)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	2,000	(2,000)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	4,364	2,948	1,416	51,116	24,866	26,250
Total Operating Expenses	35,426	21,656	13,769	335,921	209,895	126,026
Net Operating Income	(17,343)	(3,573)	(13,769)	(107,706)	38,320	(146,026)
Other Expense/<Income>						
Net Income	(17,343)	(3,573)	(13,769)	(107,706)	38,320	(146,026)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	24,988	24,988	0	315,352	315,351	1
Revenue - Interest & Investments						
Total Revenues	24,988	24,988	0	315,352	315,351	1
Gross Profit	24,988	24,988	0	315,352	315,351	1
Salaries & Wages	22,878	7,429	15,449	31,238	59,428	(28,190)
P/R - Tax Expense	1,828	743	1,086	2,490	5,943	(3,452)
P/R - Health Insurance Expense	1,151	1,490	(339)	1,151	11,916	(10,766)
P/R - Workmans Comp	0	260	(260)	0	2,084	(2,084)
401(k)	331	297	34	677	2,377	(1,700)
Other Benefits & Expenses	0	23	(23)	0	187	(187)
Rent	569	406	163	4,553	3,250	1,303
Utilities	0	77	(77)	97	617	(520)
Telephone & Internet	0	80	(80)	0	640	(640)
Supplies - Office	0	42	(42)	0	333	(333)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	200	(200)
Dues & Subscriptions	0	17	(17)	0	133	(133)
Associate Relations	0	17	(17)	0	133	(133)
Automobile Expenses	0	42	(42)	0	333	(333)
Meals & Meetings	0	42	(42)	0	333	(333)
Equipment Rental/Leasing	0	20	(20)	0	243	(243)
Non-NLTMC Marketing	0	417	(417)	0	3,333	(3,333)
Additional Opportunities	0	28,299	(28,299)	0	226,395	(226,395)
Allocated Administrative Overhead	3,759	4,297	(537)	8,999	36,243	(27,244)
Total Operating Expenses	30,516	44,021	(13,505)	49,340	355,873	(306,533)
Net Operating Income	(5,528)	(19,033)	13,505	266,011	(40,522)	306,534
Other Expense/<Income>						
Net Income	(5,528)	(19,033)	13,505	266,011	(40,522)	306,534

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	10,850	10,850	0	136,929	136,929	0
Revenue - Interest & Investments						
Total Revenues	10,850	10,850	0	136,929	136,929	0
Gross Profit	10,850	10,850	0	136,929	136,929	0
Salaries & Wages	22,878	6,095	16,783	31,238	48,761	(17,523)
P/R - Tax Expense	1,828	610	1,219	2,490	4,876	(2,386)
P/R - Health Insurance Expense	1,151	1,036	115	1,151	8,290	(7,140)
P/R - Workmans Comp	0	214	(214)	0	1,710	(1,710)
401(k)	331	244	87	677	1,950	(1,273)
Other Benefits & Expenses	0	17	(17)	0	133	(133)
Rent	458	290	168	3,662	2,321	1,341
Utilities	0	55	(55)	222	441	(219)
Telephone & Internet	0	57	(57)	0	457	(457)
Supplies - Office	0	42	(42)	0	333	(333)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	200	(200)
Dues & Subscriptions	0	17	(17)	0	133	(133)
Associate Relations	0	17	(17)	0	133	(133)
Automobile Expenses	0	42	(42)	0	333	(333)
Meals & Meetings	0	42	(42)	0	333	(333)
Equipment Rental/Leasing	0	14	(14)	0	174	(174)
Event Sponsorships	12,387	0	12,387	32,692	0	32,692
Non-NLTMC Marketing	0	417	(417)	0	3,333	(3,333)
Additional Opportunities	0	7,990	(7,990)	0	63,919	(63,919)
Allocated Administrative Overhead	5,484	1,866	3,618	14,482	15,737	(1,256)
Total Operating Expenses	44,517	19,087	25,429	86,748	154,621	(67,873)
Net Operating Income	(33,667)	(8,237)	(25,429)	50,180	(17,692)	67,872
Other Expense/<Income>						
Net Income	(33,667)	(8,237)	(25,429)	50,180	(17,692)	67,872

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	16,439	16,439	0	207,468	207,468	0
Revenue - Interest & Investments						
Total Revenues	16,439	16,439	0	207,468	207,468	0
Gross Profit	16,439	16,439	0	207,468	207,468	0
Allocated Administrative Overhead	19,696	28,146	(8,450)	111,317	237,416	(126,099)
Total Operating Expenses	19,696	28,146	(8,450)	111,317	237,416	(126,099)
Net Operating Income	(3,257)	(11,707)	8,449	96,151	(29,948)	126,099
Other Expense/<Income>						
Net Income	(3,257)	(11,707)	8,449	96,151	(29,948)	126,099

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	Feb 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	6,576	6,576	0	82,987	82,987	0
Revenue - Interest & Investments						
Total Revenues	<u>6,576</u>	<u>6,576</u>	<u>0</u>	<u>82,987</u>	<u>82,987</u>	<u>0</u>
Gross Profit	6,576	6,576	0	82,987	82,987	0
Taxes, Licenses, Fees	<u>0</u>	<u>7,333</u>	<u>(7,333)</u>	<u>7,167</u>	<u>58,667</u>	<u>(51,500)</u>
Total Operating Expenses	<u>0</u>	<u>7,333</u>	<u>(7,333)</u>	<u>7,167</u>	<u>58,667</u>	<u>(51,500)</u>
Net Operating Income	<u>6,576</u>	<u>(758)</u>	<u>7,334</u>	<u>75,821</u>	<u>24,320</u>	<u>51,500</u>
Other Expense/<Income>						
Net Income	<u>6,576</u>	<u>(758)</u>	<u>7,334</u>	<u>75,821</u>	<u>24,320</u>	<u>51,500</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	6,576	6,576	0	82,987	82,987	0
Revenue - Other	0	0	0	60	0	60
Revenue - Interest & Investments						
Total Revenues	6,576	6,576	0	83,047	82,987	60
Gross Profit	6,576	6,576	0	83,047	82,987	60
Utilities	0	0	0	487	0	487
Dues & Subscriptions	0	0	0	430	0	430
Allocated Administrative Overhead	0	0	0	57	0	57
Total Operating Expenses	0	0	0	974	0	974
Net Operating Income	6,576	6,576	0	82,073	82,987	(914)
Other Expense/<Income>						
Net Income	6,576	6,576	0	82,073	82,987	(914)

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:10 CAP/TOT/ Housing&Trans

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	Feb 2023			Fiscal 2022/23...		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenue - Interest & Investments						
Salaries & Wages	(53)	0	(53)	0	0	0
P/R - Tax Expense	22	0	22	0	0	0
401(k)	11	0	11	0	0	0
Allocated Administrative Overhead	0	0	0	29	0	29
Total Operating Expenses	<u>(20)</u>	<u>0</u>	<u>(20)</u>	<u>29</u>	<u>0</u>	<u>29</u>
Net Operating Income	<u>20</u>	<u>0</u>	<u>20</u>	<u>(29)</u>	<u>0</u>	<u>(29)</u>
Other Expense/<Income>						
Net Income	<u><u>20</u></u>	<u><u>0</u></u>	<u><u>20</u></u>	<u><u>(29)</u></u>	<u><u>0</u></u>	<u><u>(29)</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Chamber Revenue - Member Dues	14,487	0	14,487	38,545	0	38,545
Revenue - Interest & Investments						
Total Revenues	14,487	0	14,487	38,545	0	38,545
Gross Profit	14,487	0	14,487	38,545	0	38,545
Salaries & Wages	(53,961)	0	(53,961)	0	0	0
P/R - Tax Expense	(5,607)	0	(5,607)	0	0	0
P/R - Health Insurance Expense	(10,161)	0	(10,161)	0	0	0
401(k)	(1,497)	0	(1,497)	0	0	0
Utilities	0	0	0	158	0	158
Telephone & Internet	0	0	0	780	0	780
Automobile Expenses	0	0	0	15	0	15
Meals & Meetings	0	0	0	56	0	56
In-Market/Tourism	0	0	0	113	0	113
Allocated Administrative Overhead	0	0	0	14,255	0	14,255
Total Operating Expenses	(71,226)	0	(71,226)	15,378	0	15,378
Net Operating Income	85,713	0	85,713	23,168	0	23,168
Other Expense/<Income>						
Net Income	85,713	0	85,713	23,168	0	23,168

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Feb 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Other	65	0	65	65	0	65
Revenue - Interest & Investments						
Total Revenues	65	0	65	65	0	65
Gross Profit	65	0	65	65	0	65
Salaries & Wages	27,392	39,432	(12,040)	273,803	315,459	(41,656)
P/R - Tax Expense	3,777	3,943	(166)	21,673	31,546	(9,873)
P/R - Health Insurance Expense	(1,453)	6,368	(7,821)	35,690	50,940	(15,250)
P/R - Workmans Comp	1,017	1,383	(366)	3,382	11,060	(7,678)
401(k)	1,158	1,537	(379)	6,623	12,298	(5,675)
Other Benefits & Expenses	3,062	137	2,925	14,053	1,093	12,960
Rent	2,536	2,779	(243)	21,526	22,234	(708)
Rent - Other	305	0	305	2,053	0	2,053
Utilities	922	452	470	5,034	3,614	1,421
Repairs & Maintenance	6,068	1,331	4,737	18,521	10,645	7,877
Telephone & Internet	217	718	(501)	4,149	5,747	(1,597)
Supplies	(53)	0	(53)	504	0	504
Supplies - Office	1,365	375	990	11,690	3,000	8,690
Supplies - Computer	4,073	0	4,073	18,625	3,500	15,125
Mail	3,526	417	3,109	19,471	3,333	16,137
Mail - USPS	0	0	0	816	0	816
Mail - Fedex/UPS	0	0	0	165	0	165
Taxes, Licenses, Fees	85	1,250	(1,165)	10,193	10,000	193
Credit Card Fees	39	0	39	229	0	229
Dues & Subscriptions	174	1,108	(934)	12,584	8,867	3,717
Insurance/Bonding	2,365	1,250	1,115	12,922	10,000	2,922
Associate Relations	0	350	(350)	4,369	2,800	1,569
Training/Seminars	0	692	(692)	4,200	5,533	(1,333)
Travel	0	283	(283)	0	2,267	(2,267)
Automobile Expenses	0	83	(83)	773	667	107
Meals & Meetings	0	333	(333)	5,707	2,667	3,041
Board Functions	3,458	4,000	(542)	27,534	32,000	(4,466)
Professional Fees	10,360	5,750	4,610	87,126	46,000	41,126
Professional Fees - Attorney	1,375	2,500	(1,125)	14,931	20,000	(5,069)
Professional Fees - Accountant	1,814	0	1,814	24,084	35,000	(10,916)
Equipment Support & Maintenance	365	2,917	(2,552)	17,446	23,333	(5,887)
Equipment Rental/Leasing	0	115	(115)	2,527	1,426	1,101
Depreciation	153	153	0	1,222	1,222	0
Non-NLTMC Marketing	475	0	475	595	0	595
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	0	0	0	1,313	0	1,313
Allocated Administrative Overhead	(74,573)	0	(74,573)	(697,573)	0	(697,573)
Total Operating Expenses	0	79,656	(79,656)	595	676,250	(675,655)
Net Operating Income	65	(79,656)	79,720	(530)	(676,250)	675,719
Other Expense/<Income>						
Net Income	65	(79,656)	79,720	(530)	(676,250)	675,719



MEMORANDUM

Date: April 6, 2023
TO: Board of Directors
FROM: Kimberly Brown, Director of Business and Community Relations
RE: Flower Basket Sponsorship

Consent Requested: To sponsor Tahoe City Downtown Association with a \$11,270 grant from TBID Zone 1 funds for their flower basket project.

History:

The TBID Zone 1 committee heard a presentation from Katie Biggers, Tahoe City Downtown Association Executive Director on March 15. She requested \$11,270 to purchase 64 low maintenance flowerpots to support her Tahoe City beautification project. The TBID Zone 1 committee recommended that NTCA sponsor the Tahoe City Downtown Association with a \$11,270 sponsorship.

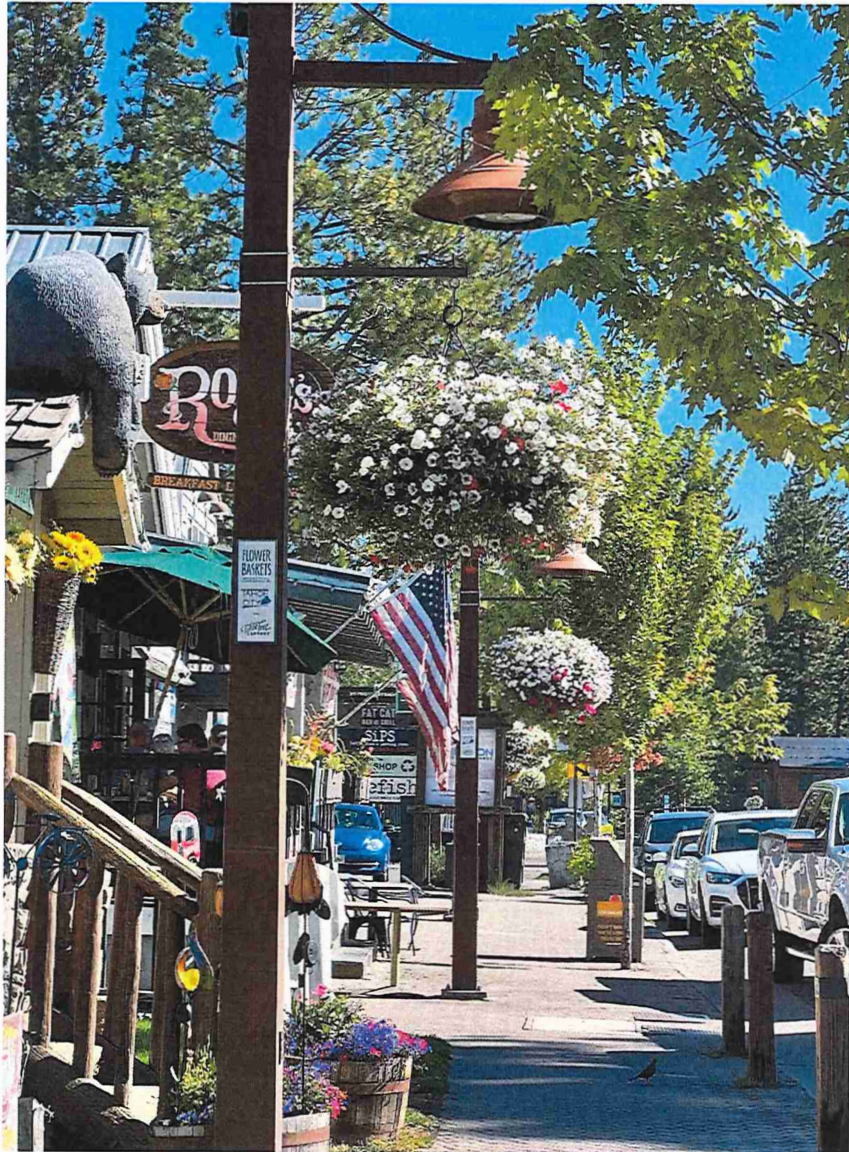
MARCH PRESENTATION:

Tahoe City Downtown Association Flower Baskets - \$11,270 request

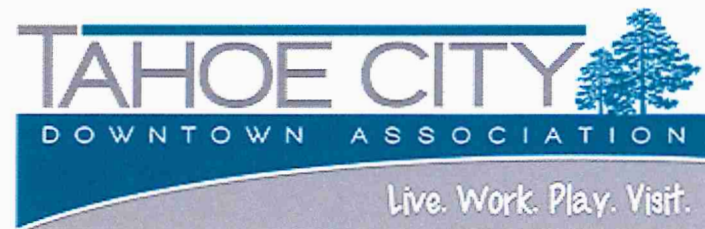
Overview: The TCDA installs 64 flower baskets in early June and they stay up through Fall. The flowers are started in March in Loomis and donated through the locally owned Tahoe Tree Company. Visitors and locals alike love the look and feel that the flower baskets bring to Tahoe City's downtown. The program strengthens community pride and is good for the local economy.

- The flower baskets have built-in water reservoirs to eliminate every-day watering and save on labor costs.
- The flower baskets are environmentally friendly by reducing water consumption.
- The flower baskets have low maintenance and a ten-year guarantee.
- The flower program has been running for twelve years.

Total Funding : \$11,270



Downtown Tahoe City Flower Program





Community Pride & Local Economy



The TCDA installs flower baskets in early June and they stay up through Fall. The baskets are started in March in Loomis and donated through the locally owned Tahoe Tree Company, who creates beautiful displays!

Visitors and locals alike love the look and feel that the flower baskets bring to our downtown.

This strengthens our community pride and is good for the local economy as the baskets show we love and care for our neighborhood.



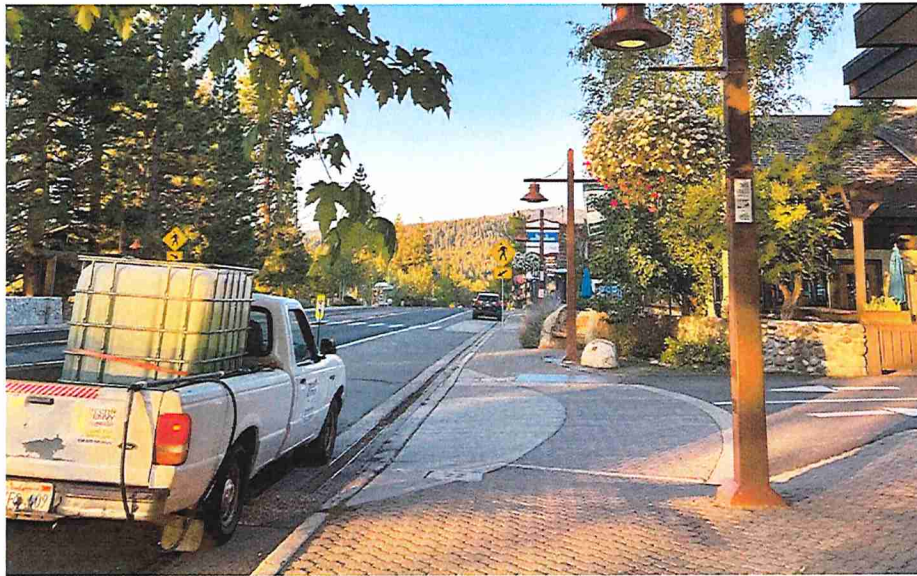
Installation Team

Volunteers and TTC Staff help place the 64 baskets early June



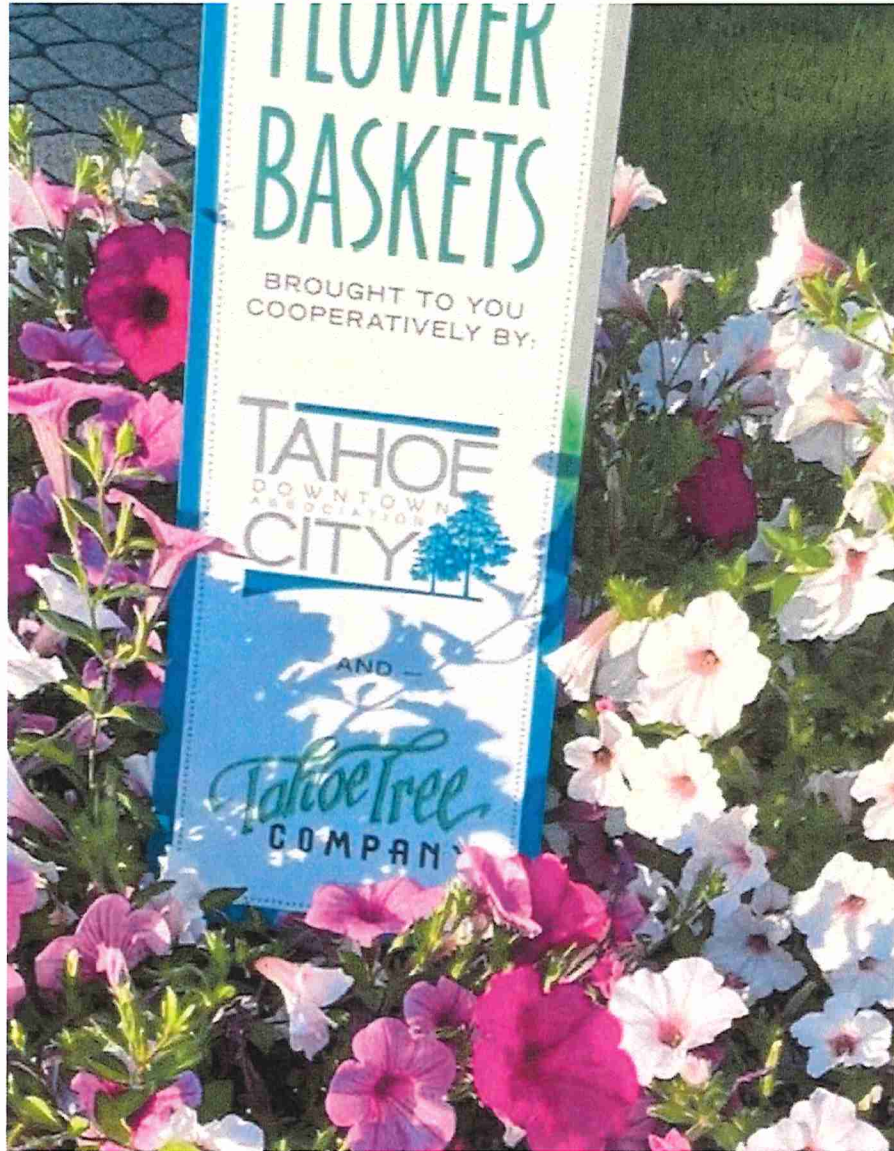
Subcontractors

TCDA will be looking to work with a subcontractor this year to perform the watering duties.



Watering Truck

We have been gifted a truck from Tahoe Tree Company/Green Envy "Rita" the Rad Ranger



Sponsors



Now in its 12th season, the Tahoe City Flower Basket Program would not be possible without the generous support of our flower-loving community.

A big THANK YOU to Tahoe Tree Company Inc., Melanie Jackson, Tahoe City Marina, Tahoe Truckee Community Foundation, Swigards True Value Hardware, and many others for supporting this program.



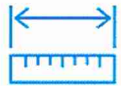
Bigger, Brighter Flowers With Low Maintenance Baskets



Benefits to the H2O Labor Saver

- With the built-in water reservoir, the H2O Labor Saver eliminates the need for everyday watering.
- Reduce labor, maintenance and water consumption.

Features



Diameter: 23"



Weight: 60-75 lbs
(Including soil, water, and plants)

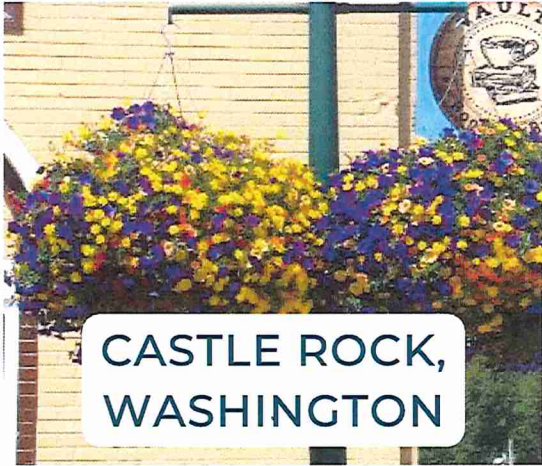


2.46 gallon
water reservoir

- Withstands heat to 220-degrees F and cold to -40-degrees F
- Adaptable pole mounts available (sold separately)
- Extra liners available for multiple plantings
- Replacement plugs and wicking
- 10-Year Guarantee



Towns That Love The H2O Labor Saver



“We love our hanging baskets. We receive many compliments from those visiting our city. The reservoir in the bottom helps maintain their beauty. The high quality of this product has allowed us to have them for many years without ever having to replace them.” - Alice, Wyandotte Beautification



“We have only had to water these baskets 3 times/week so far. They have certainly saved us a lot of time and resources, especially during a severe drought.” - Sally, Parks Supervisor, Telluride



2023 FLOWER BUDGET

2023 Flower Budget					
				Grant Request	Expenses Total
Pots		\$161.00	per pot	\$11,270	\$11,270
Labor (Blue Vista Landscaping)	\$50	120 Days	per hour		\$6,000
Plant Material		2678.25	total cost		\$2,678
Gas	\$5.80	56 Gallons	per month		\$1,300
Fertilizer		\$250	total cost		\$250
Safety/Vehicle Maintenance			total cost		\$1,000
Pump Maintenance			total cost		\$250
				\$11,270	\$22,748

The TCDA Flower Team



Passionate and driven



JOHN CRUS
Owner, Tahoe
Tree Company
and Green Envy



KATIE
BIGGERS
Executive
Director, TCDA



GARY DAVIS
TCDA Board
Beautification
Chair

Talk to us!



PHONE NUMBER

(520) 583-3348

EMAIL

katie@visittahoecity.com

MAILING ADDRESS

P.O. Box 6744, Tahoe City, CA 96145



MEMORANDUM

Date: April 12, 2023
TO: North Lake Tahoe Board of Directors
FROM: Kirstin Guinn, Marketing Director
RE: 2023 Marketing Cooperative Open Seat Appointments

Action Requested:

Approval of two (2) new members to the Marketing Cooperative.

Information:

The NTCA is designated four (4) seats on the NLT Marketing Cooperative. Currently, the NTCA representatives are:

- Tony Karwowski, NTCA CEO & President
- Becky Moore, Tourism Development Committee Member

Staff recommends appointing the following new committee members:

- Wendy Hummer, EXL Media
- DJ Ewan, Granlibakken Tahoe

Both new appointees have extensive experience in marketing and sales along with a robust understanding of the NTCA.

Attachments:

None

Housing Hub Request Detail
North Tahoe Community Alliance Board of Directors
Submitted by Erin Casey
April 5, 2023

ACTION:

A. Approval of the TBID Advisory recommendation to fund the Housing Hub incubation request for up to \$150,000 cash contribution and \$34,000 of in-kind support for year one budget – Tony Karwowski/Erin Casey

B. Approval of the TBID Advisory recommendation to fund the Housing Hub in year two, at an unspecified amount to be determined. – Tony Karwowski/Erin Casey

BACKGROUND:

In September 2022, the NTCA hired a consultant to assist with developing a new nonprofit organization focused on developing and implementing workforce housing solutions. Erin Casey, NTCA board member Samir Tuma and Tony Karwowski began working with the Tahoe Truckee Community Foundation (TTCF), Mountain Housing Council (MHC), and the Tahoe Truckee Workforce Housing Agency (TTWHA) to understand the workforce housing landscape and identify gaps in service that a new organization could support.

Through that discovery period, several gaps were identified, including the following:

- Pre-entitlement support for project applicants, small to medium size developers, and property owners interested in building accessory dwelling units (ADUs)
- Workforce housing policy support and education
- Workforce housing project-specific support and education
- Regional collaboration w/ emphasis on alignment with land use agencies, project applicants, and other workforce housing initiatives

The Housing Hub was developed to address these gaps while working in partnership with MHC, TTCF, TTWHA, and land use agencies in the Tahoe-Truckee region. A Venn diagram that shows the relationship between each organization is attached.

On March 15, 2023, the TBID Advisory Committee took two actions in support of this request, including the following:

1. Recommend the allocation of up to \$150,000 in TBID assessment funds and up to \$34,000 in in-kind support; and,
2. Support to fund the Housing Hub in year two of its operations after revenue projections are further developed based on year one of the Hub's operations.

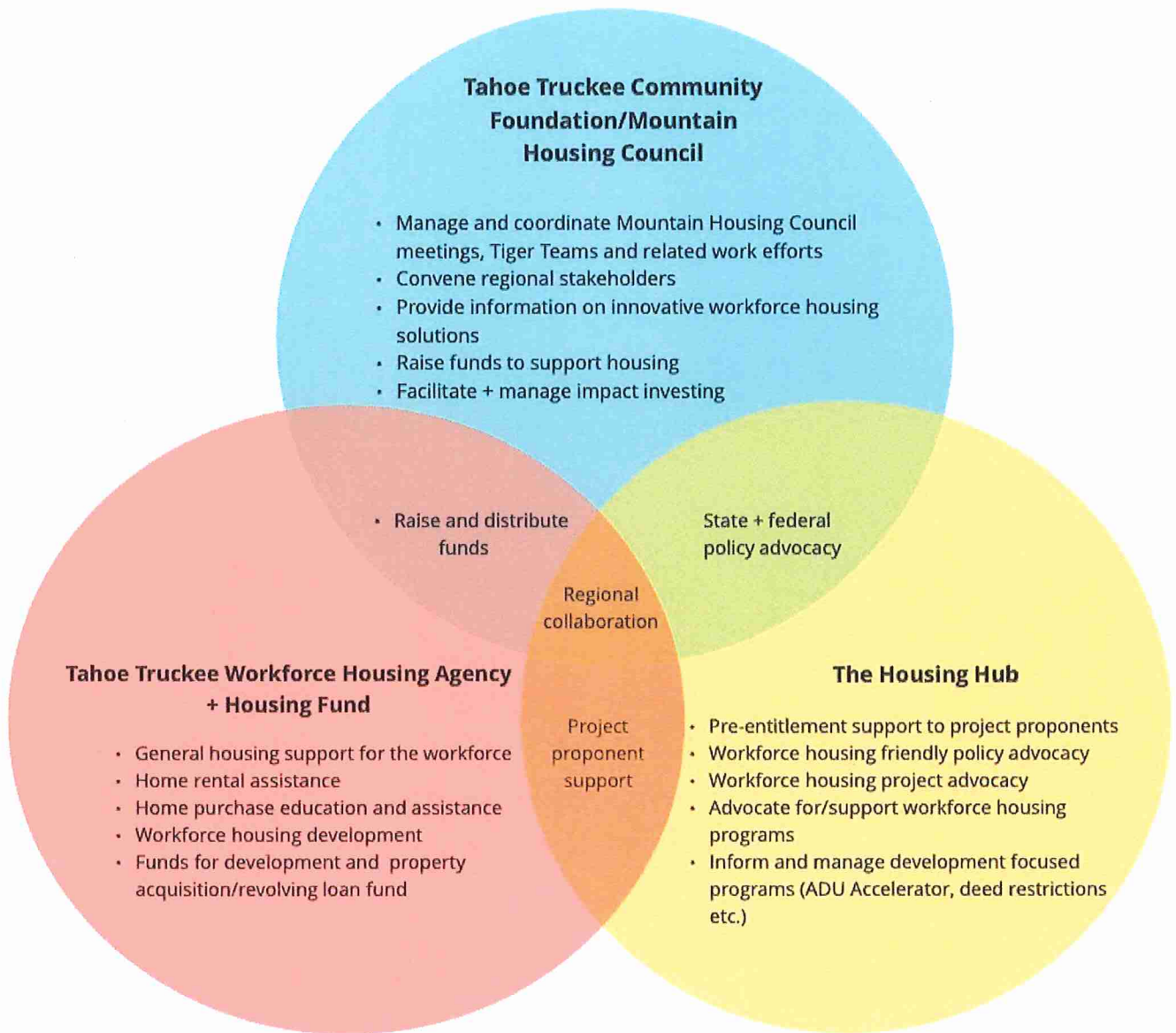
FUNDING REQUEST

To advance this effort and to align with the TBID Advisory Committee's actions in March 2023, the staff is seeking the allocation of up to \$150,000 in TBID assessment revenue over 12 months to support the Housing Hub in year one of its operations. TTCF and the Martis Fund have committed additional funding sources. A draft three-year budget has been included and outlines other funding sources and partners for the Housing Hub. Staff will request funding support from the NTCA in year two and could continue in future years depending on funding availability, funding need, and service delivery.

INCUBATION REQUEST

To further support the organization's development, NTCA staff is requesting in-kind support for up to \$34,000 to incubate the Housing Hub. This approach facilitates a shorter timeline to service delivery, partnership building, collaboration, and fundraising, while staff files required paperwork with state and federal agencies. NTCA staff has already received requests for Housing Hub services and would like to expedite the availability of services to support workforce housing policy and projects by May 2023.

Staff anticipates incubating the Housing Hub for up to two years; however, requests for funding support and incubation in year two will be considered as part of NTCA's budgeting process in the next fiscal year.

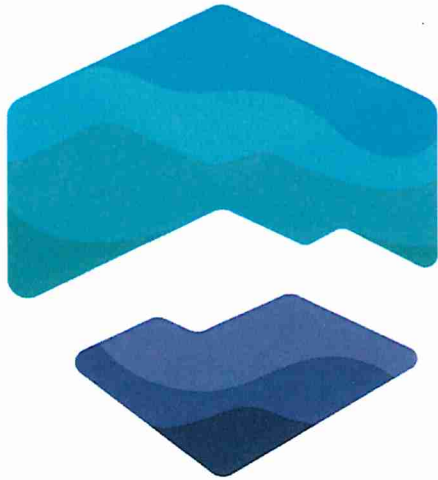


Housing Hub Budget Proposal Submitted 04/05/23

Housing Hub Budget Assumptions + Detail

1. CEO is hired as an employee in year one
2. A land use planner is hired as a contractor in years one, two and three.
3. Admin support is managed by the director position in year two. Costs for admin support are at zero in year three as a result.
4. The Hub will be incubated by the North Tahoe Community Alliance (NTCA) in years one and two.
4. Yellow highlighted cells include costs that could be absorbed by the NTCA during the incubation period.
5. Office space includes renting a desk or sharing office space in one location in year three. Work can be conducted remotely by the CEO, director and land use planner.

	Housing Hub Year 1 Budget	Housing Hub Year 2 Budget	Housing Hub Year 3 Budget
Projected Income			
Tahoe Truckee Community Foundation/Martis Fund	\$150,000	\$175,000	\$200,000
Proposed North Tahoe Community Alliance Contribution (TBID funds)	\$150,000	\$175,000	\$150,000
Grants (Martis Fund and other)	\$25,000	\$100,000	\$200,000
Donations (Individuals, project applicants, business, other)	\$10,000	\$35,000	\$50,000
Fee for Service (ADU program, Deed Restrictions, other.)	\$0	\$10,000	\$15,000.00
TOTAL REVENUE	\$335,000	\$495,000	\$615,000
EXPENSES			
	Cost (NTCA Incubation)	Cost (NTCA Incubation)	Cost (No Incubation)
<i>Personnel</i>			
CEO/Director (Policy, Board, etc.)	\$150,000.00	\$155,000.00	\$160,000.00
Land Use Planner (\$180/hr)	\$100,000.00	\$125,000.00	\$150,000.00
Administrative Support	\$5,000.00	\$2,500.00	\$0.00
Additional Dir. Position	\$0.00	\$120,000.00	\$130,000.00
Payroll Taxes (6.2%)	\$9,300.00	\$17,360.00	\$18,600.00
Benefits (18%)	\$27,000.00	\$50,400.00	\$54,000.00
<i>Administrative</i>			
501 c Incorporation	\$5,000.00	\$0.00	\$0.00
Computer and Phone	\$2,500.00	\$3,000.00	\$2,500.00
Insurance (D+O, Liability)	\$5,500.00	\$5,500.00	\$5,500.00
Postage and Printing	\$2,500.00	\$2,000.00	\$3,000.00
Office Supplies	\$500.00	\$500.00	\$1,500.00
<i>Technology + Website</i>			
Website development	\$8,000.00	\$1,000.00	\$2,000.00
Branding	\$5,000.00	\$0.00	\$0.00
Licenses + subscriptions (Accounting, HR, Microsoft)	\$3,000.00	\$3,000.00	\$4,000.00
Email management	\$250.00	\$250.00	\$300.00
Tech support	\$1,000.00	\$1,000.00	\$5,000.00
<i>Professional Services (other)</i>			
Legal	\$5,000.00	\$5,000.00	\$8,000.00
Marketing + PR	\$5,000.00	\$5,000.00	\$7,000.00
Bookeeping/Finance	\$10,000.00	\$10,000.00	\$25,000.00
<i>Office Space/Rent</i>			
Rent	\$0.00	\$0.00	\$1,500.00
Utilities	\$0.00	\$0.00	\$0.00
Desk, other.	\$0.00	\$0.00	\$0.00
<i>Other</i>			
Mileage + travel	\$1,500.00	\$1,500.00	\$1,500.00
Contingency (5%)	\$10,000.00	\$15,000.00	\$20,000.00
Board meetings, board support	\$2,000.00	\$3,000.00	\$3,000.00
TOTAL	\$358,050.00	\$526,010.00	\$602,400.00
NTCA Incubation In-Kind Contribution (Sum of highlighted cells)	\$34,000.00	\$31,500.00	\$0
TOTAL Cost w/ NTCA Incubation	\$324,050.00	\$494,510.00	\$608,100.00
Surplus/(Deficit)	\$10,950.00	\$490.00	\$6,900.00

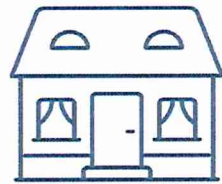
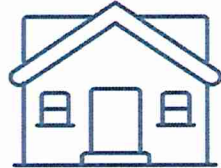


NTCA

Community ▶ Sustainability ▶ Prosperity

The Housing Hub
NTCA Board of Directors
April 12, 2023





How did we get here?

- Reviewed Mountain Housing Council's Regional Housing Implementation Plan (RHIP)
- Document outlines housing issues and solutions
- Solutions include creation of a nonprofit housing organization referred to as the "Housing Hub"
- Met w/ TTCF, MHC and the Truckee Tahoe Workforce Housing Agency to discuss the Hub and needed services
- Created a matrix and identified services provided by TTWHA and MHC – identified gaps the Hub could fill
- Developed early concept and shared w/ Housing Hub Tiger Team and Mountain Housing Council for input
- Met with stakeholders and partners to solicit feedback (Placer County, TRPA, Nevada County, Town of Truckee, Martis Fund)
- Presented to NTCA Board, TBID Advisory, Zone 1, TOT and CAP Committees

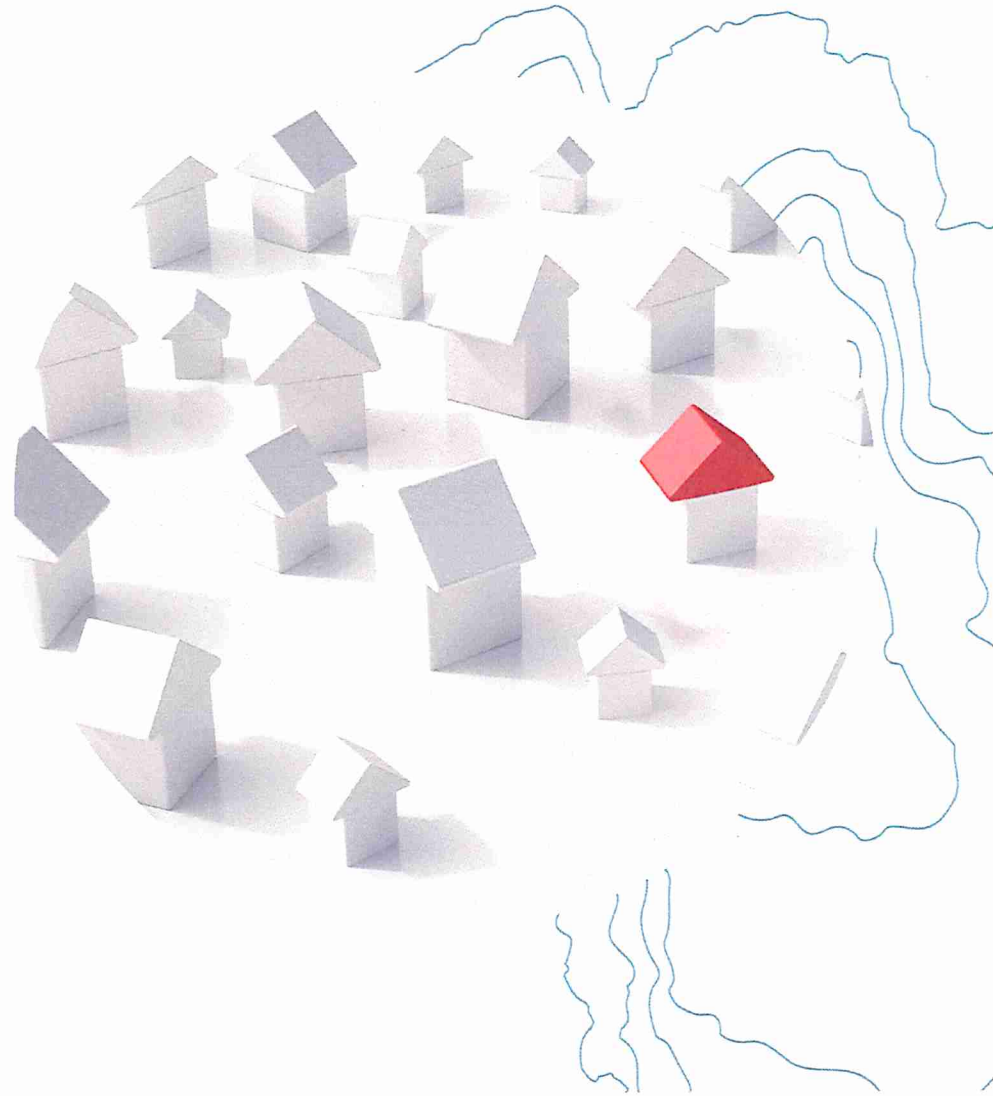


Housing Hub Services

- **Seek policy changes:** Collaborate with land use agencies, stakeholders and community partners to identify and address regulatory barriers and promote policies that encourage workforce housing development.
- **Streamline the development process:** Provide guidance and support to project proponents to help them navigate the complexities of housing codes, incentives, and financing options.
- **Enhance knowledge and capacity:** Organize workshops, create educational materials, and provide one-on-one consultations to equip project proponents with the necessary knowledge and skills to successfully develop workforce housing.
- **Promote and support workforce housing projects and programs:** Collaborate with stakeholders, including policymakers, community members to support programs and projects that align with community priorities.

Draft Housing Hub Mission

To facilitate a viable path to workforce housing development by removing barriers and informing land use policy that results in additional housing units while promoting innovative workforce housing programs in order to support economic sustainability and community vitality in the North Lake Tahoe-Truckee region.





Draft Housing Hub Vision

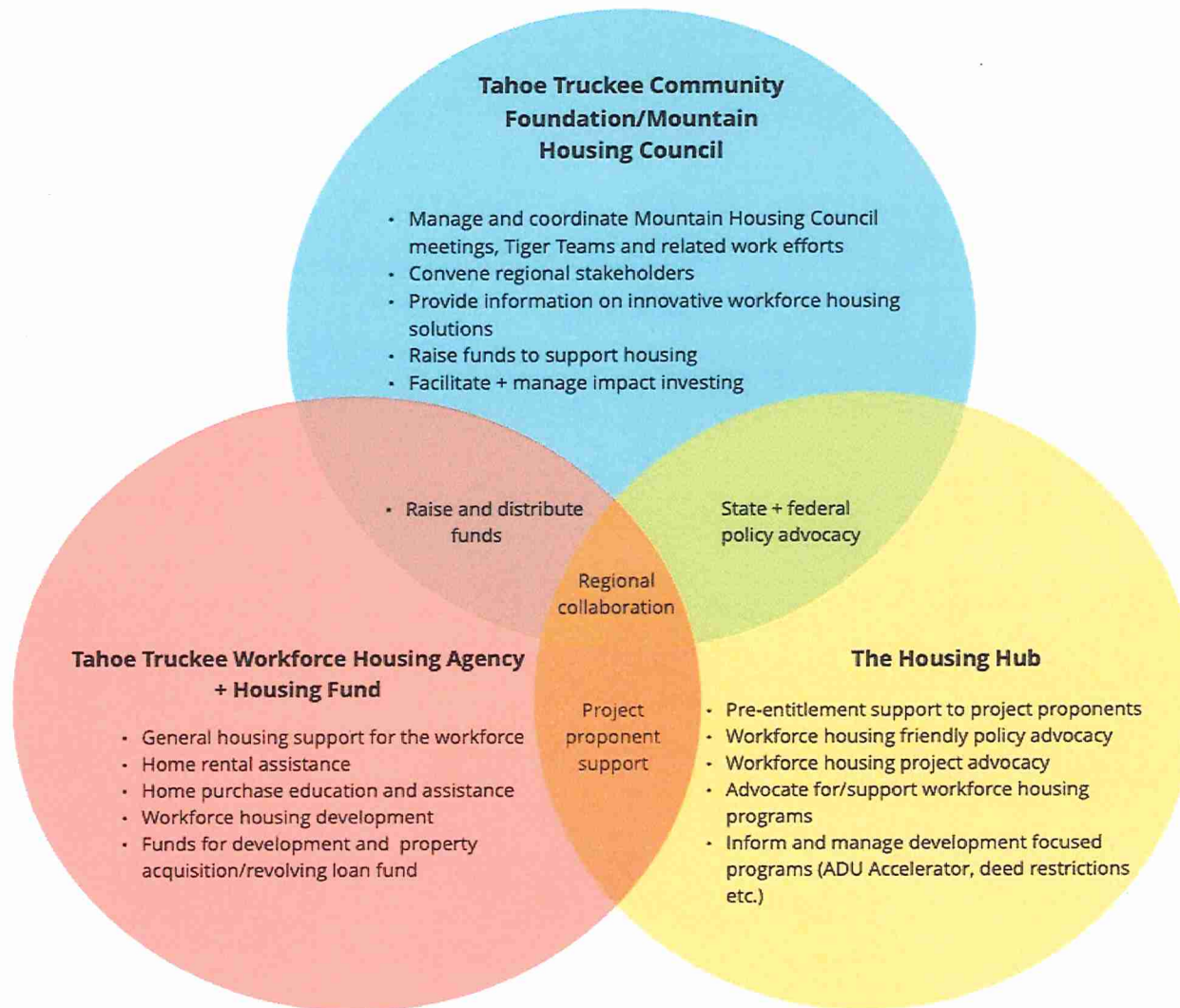


We envision a regulatory environment where workforce housing policies and programs unlock housing units and support workforce housing development that is streamlined, timely, and not cost prohibitive to housing developers. We believe additional housing will support improved quality of life for our workforce, economic and environmental sustainability, and community vitality for the North Lake Tahoe-Truckee region.

The benefits of workforce housing are considerable and extend beyond those listed above. By supporting workforce housing projects and programs, we're also able to reduce traffic impacts from commuting and encourage use of our public transit system. The Housing Hub is committed to facilitating and supporting workforce housing, so these benefits are realized.

Housing Hub Governance and Engagement





miro

Housing Hub Budget Detail



Draft budget is for a three-year period – it will change!



The budget is informed by standard non-profit startup costs and has been reviewed by TTCF and the Martis Fund



Costs that would be covered through “incubation” of the Hub by the NTCA are highlighted in yellow



Income includes funding from TTCF and the Martis Fund along with grants and donations

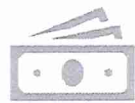


Year one includes funding to hire an executive director and contract with a land use planner

Housing Hub Next Steps



Request approval from NTCA board to "incubate" and partially fund the Housing Hub in year one



Complete funding agreements with TTCF and Martis Fund



Recruit for executive director position and land use consultant



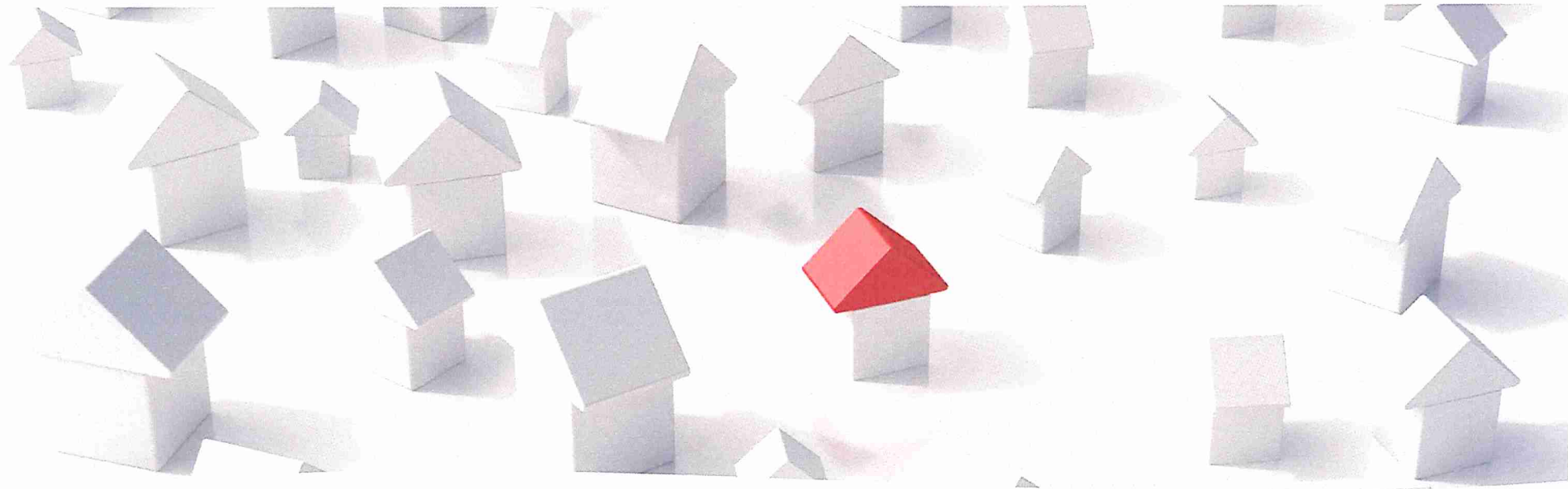
Begin filing nonprofit paperwork



Begin recruiting for board and advisory committee

Requested Action

- A. Approval of the TBID Advisory recommendation to fund the Housing Hub incubation request for up to \$150,000 cash contribution and \$34,000 of in-kind support for year one budget
- B. Approval of the TBID Advisory recommendation to fund the Housing Hub in year two at an unspecified amount to be determined.





Questions/Board Feedback



MEMORANDUM

Date: April 12th, 2023

TO: NTCA BOD

FROM: Tony Karwowski, CEO/President

RE: Reappointment of TBID Advisory Committee members

Action Requested

Requesting the NTCA BOD reappoint TBID Advisory Committee members Daniel Scott, Jon Roscher, Kat Hill, and John Melrose to a 2-year term.

Background

The TBID Advisory committee was formed in April of 2022 pursuant to the NLT-TBID Management District Plan. The committee elected to set up initial 1-year seat terms for half of the committee, and initial 2-year seat terms for the other committee members to avoid total turnover of the committee in any one seat term cycle. All seat terms will be 2-year terms going forward. Members noted in the requested action served the initial 1-year term.

Fiscal Impact:

None.

Attachments:

None.



MEMORANDUM

Date: April 12th, 2023

TO: NTCA BOD

FROM: Tony Karwowski, CEO/President

RE: Reappointment of TBID Zone 1 Committee members

Action Requested

Requesting the NTCA BOD reappoint TBID Advisory Committee members Alex Moulatos and Melissa Siig to a 2-year term.

Background

The TBID Zone 1 committee was formed in April of 2022 pursuant to the NLT-TBID Management District Plan. The committee elected to set up initial 1-year seat terms for half of the committee, and initial 2-year seat terms for the other committee members to avoid total turnover of the committee in any one seat term cycle. All seat terms will be 2-year terms going forward. Members noted in the requested action served the initial 1-year term.

Fiscal Impact:

None.

Attachments:

None.



MEMORANDUM

Date: April 12th, 2023

TO: NTCA BOD

FROM: Tony Karwowski, CEO/President

RE: Appointment of NTCA lodging seat to CAP committee

Action Requested

Requesting the NTCA BOD recommend to Placer County Board of Supervisors appointment of Mitchell Murray, General Manager of Fire Lite Lodge, to the NTCA Lodging seat on the Capital Advisory Projects Committee.

Background

Through an agreement with Placer County the NTCA co-convenes the Capital Projects Advisory Committee. The purpose of the committee is to review and recommend to Placer County Board of Supervisors infrastructure and capital projects for TOT funding in alignment with the Tourism Master Plan and Ballot Measure A language. Of the 13 committee seats, the NTCA appoints three, two At-large, and one that represents the lodging community. The lodging seat is the open seat the NTCA is seeking to fill through the action above.

Fiscal Impact:

None.

Attachments:

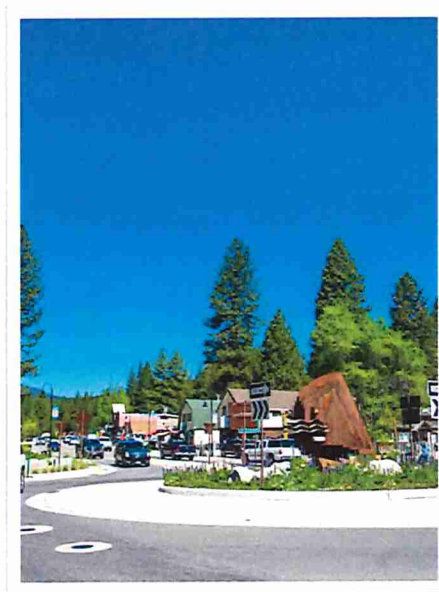
None.

Joint Community Survey

Winter 2023

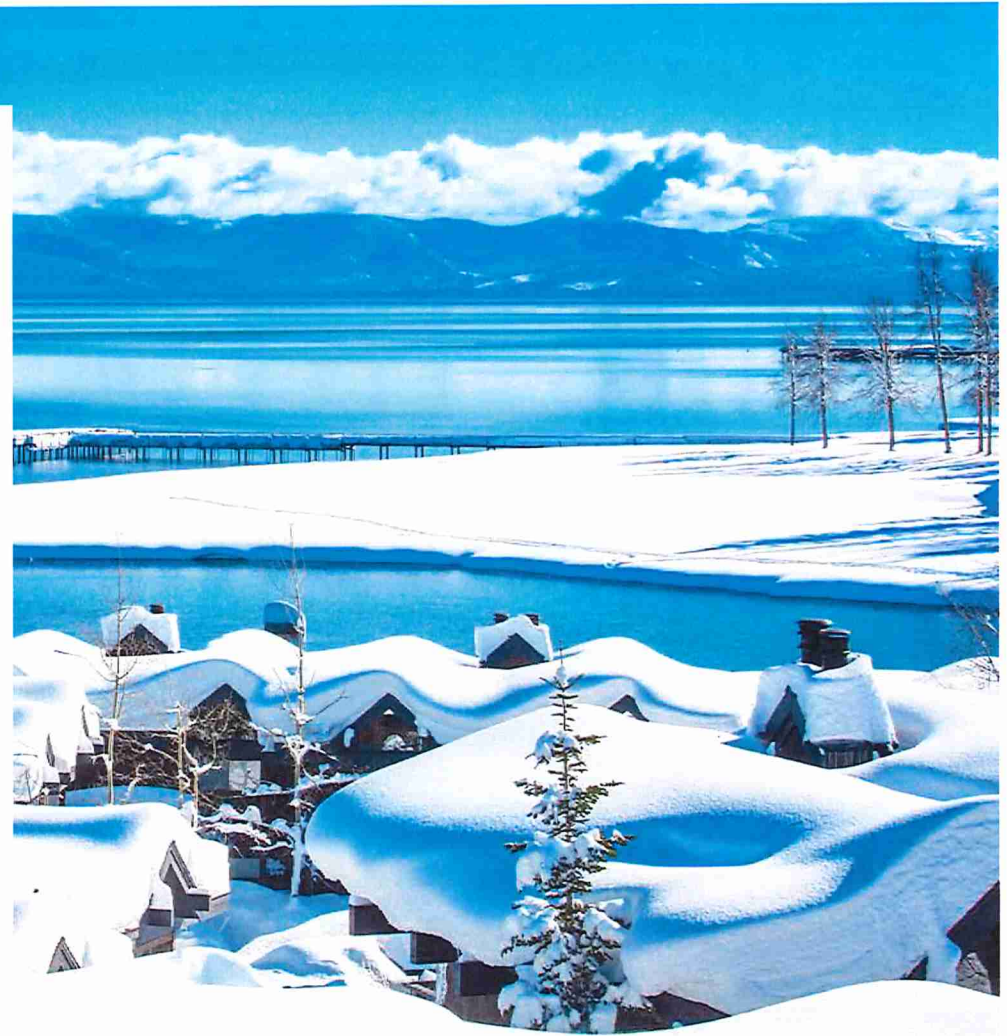
PRESENTED BY TONY KARWOWSKI

APRIL 12, 2023



SURVEY SAYS!

- Two Surveys conducted
 - One resident only conducted late January through early February
 - One open to anyone in mid-Feb through mid-March (78% respondents full-time residents, 11% second homeowners)
- A total of 917 responses from both surveys
- The following data is from both surveys combined



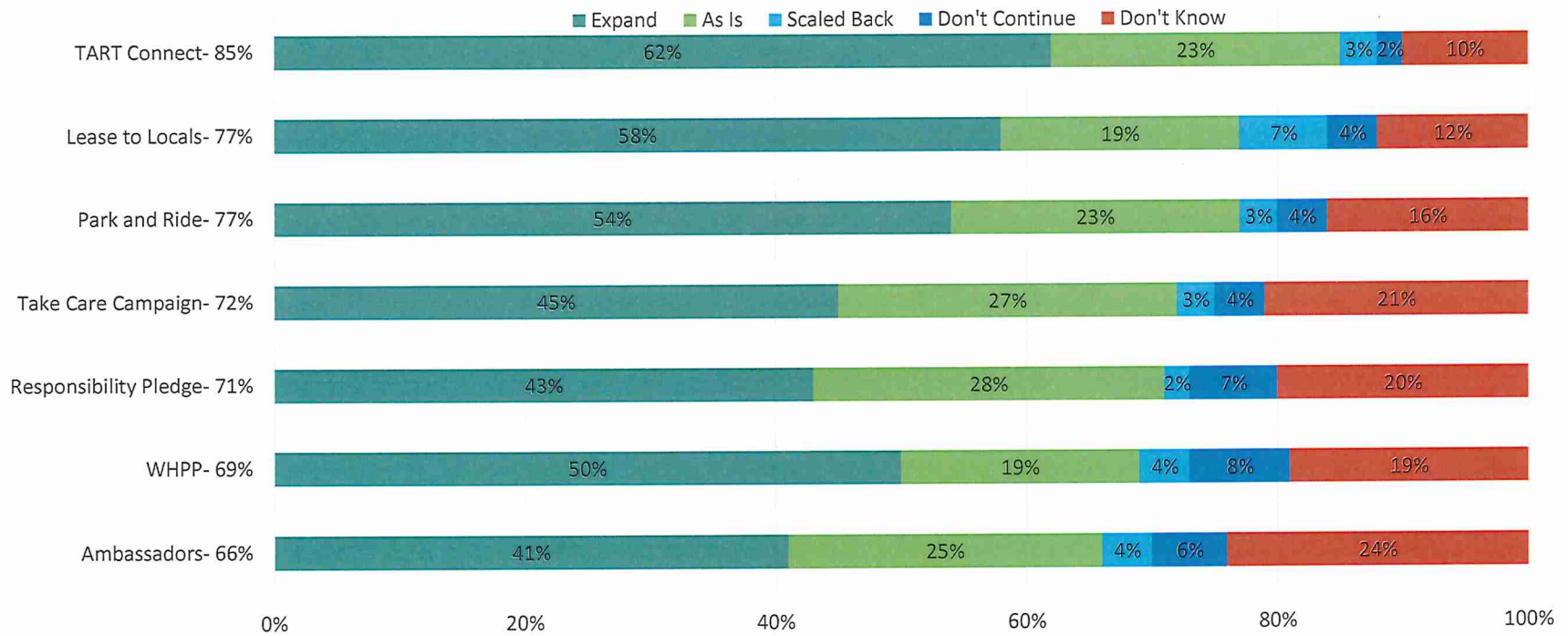
Looking at the big categories, which are most important?

■ First ■ Second



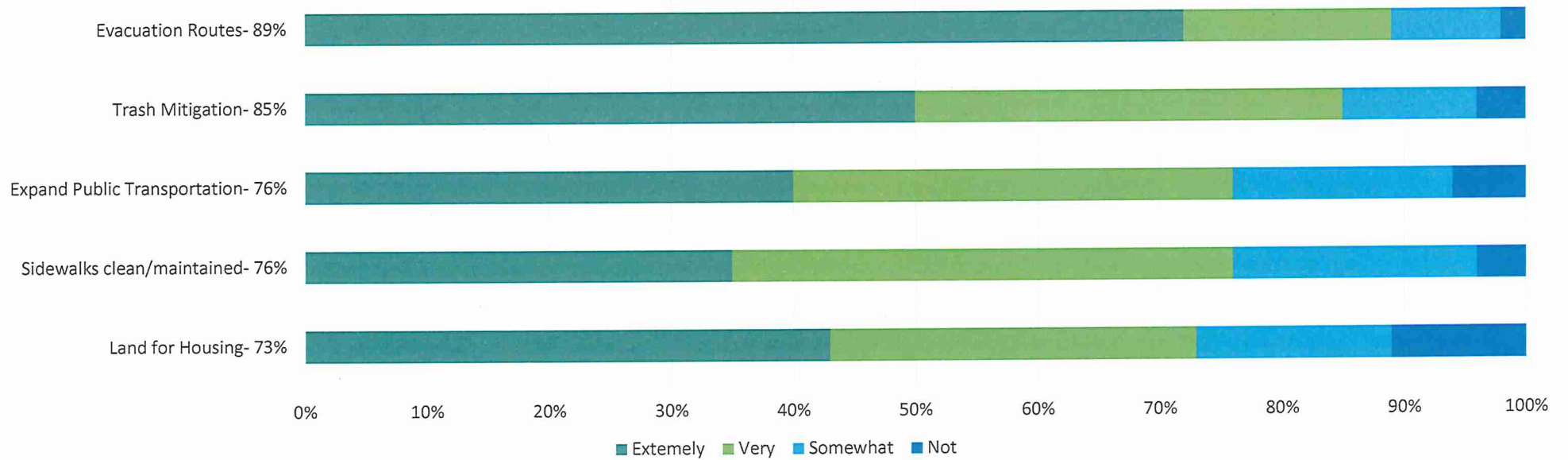
How do you feel about current pilot programs?

% are combined of Expand/Continue as is



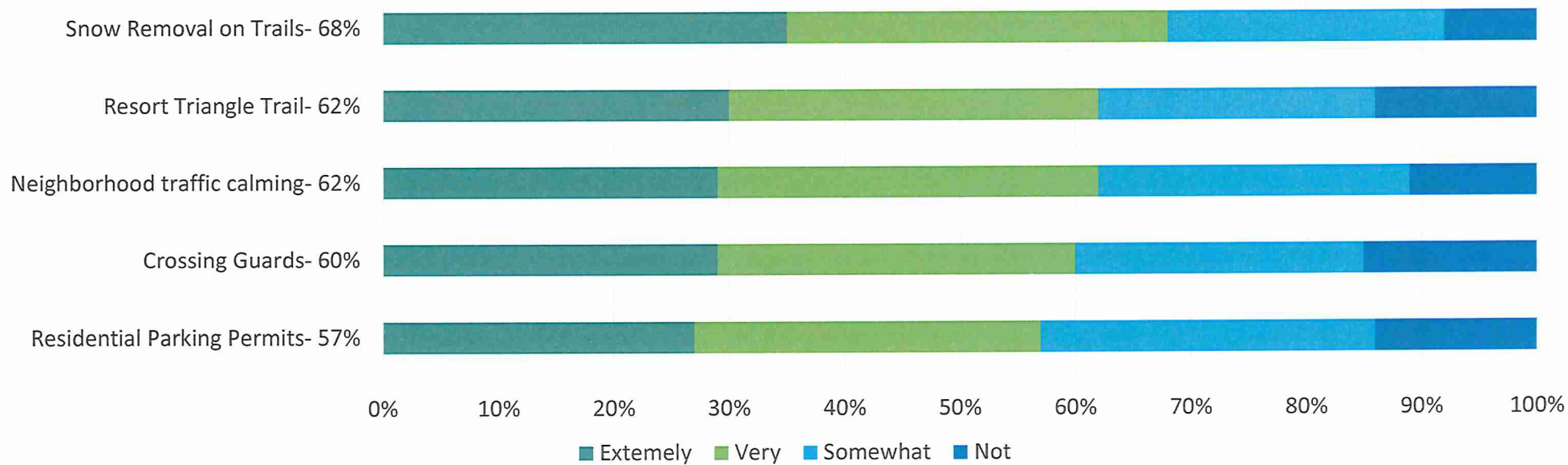
How important are the following:

Percentage by title is Extremely/Very



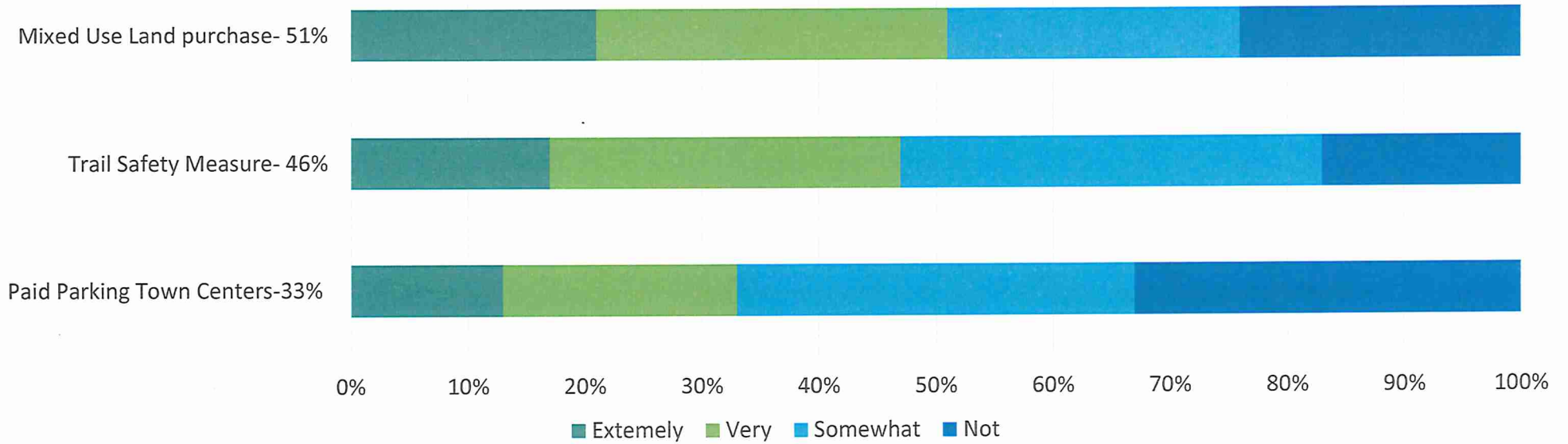
How important are the following (cont.)

Percentage by title is Extremely/Very

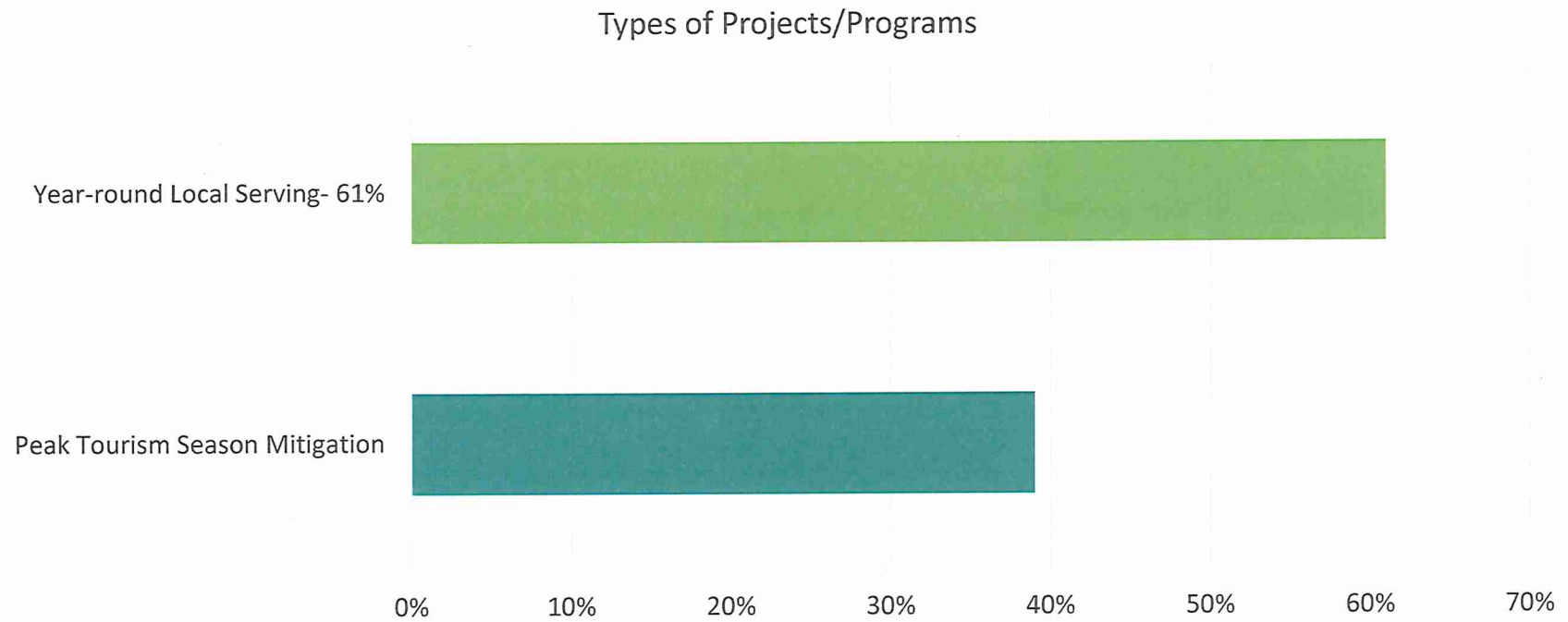


How important are the following (cont.)

Percentage by title is Extremely/Very

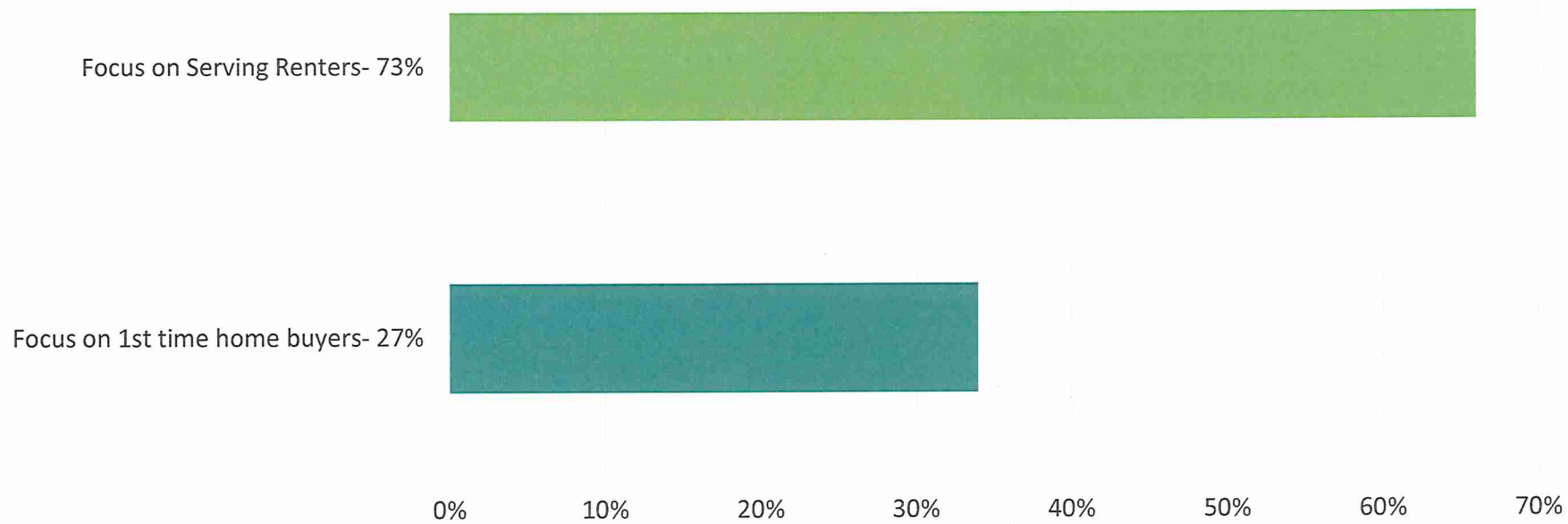


What should we prioritize?



What should we prioritize?

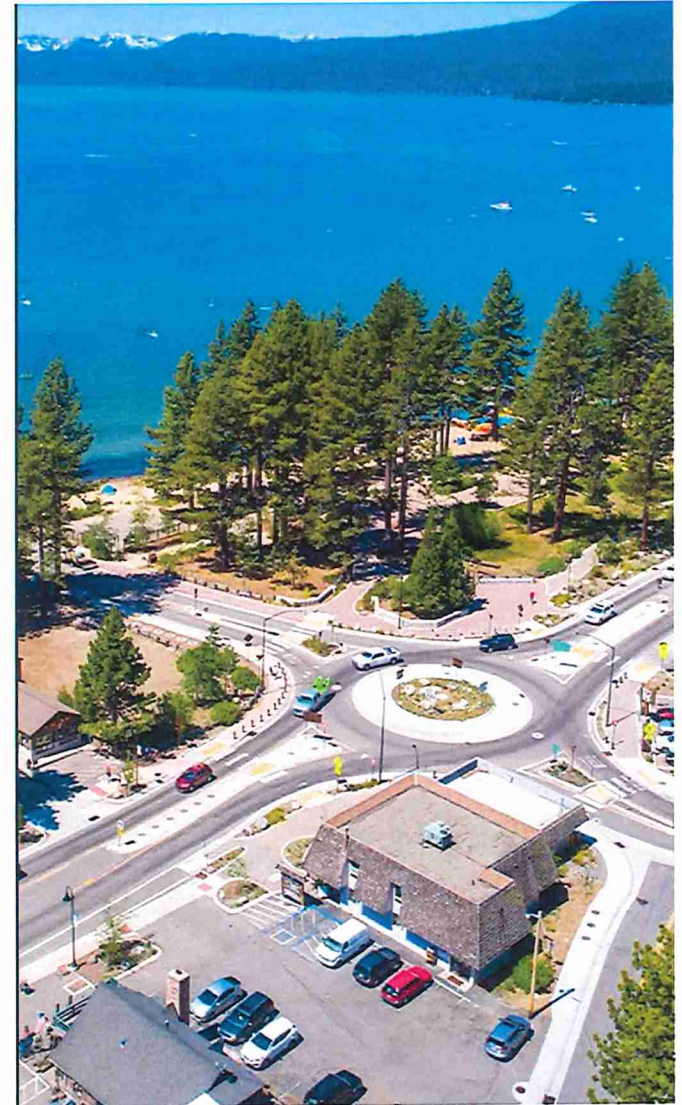
Housing Programs



Additional Comments

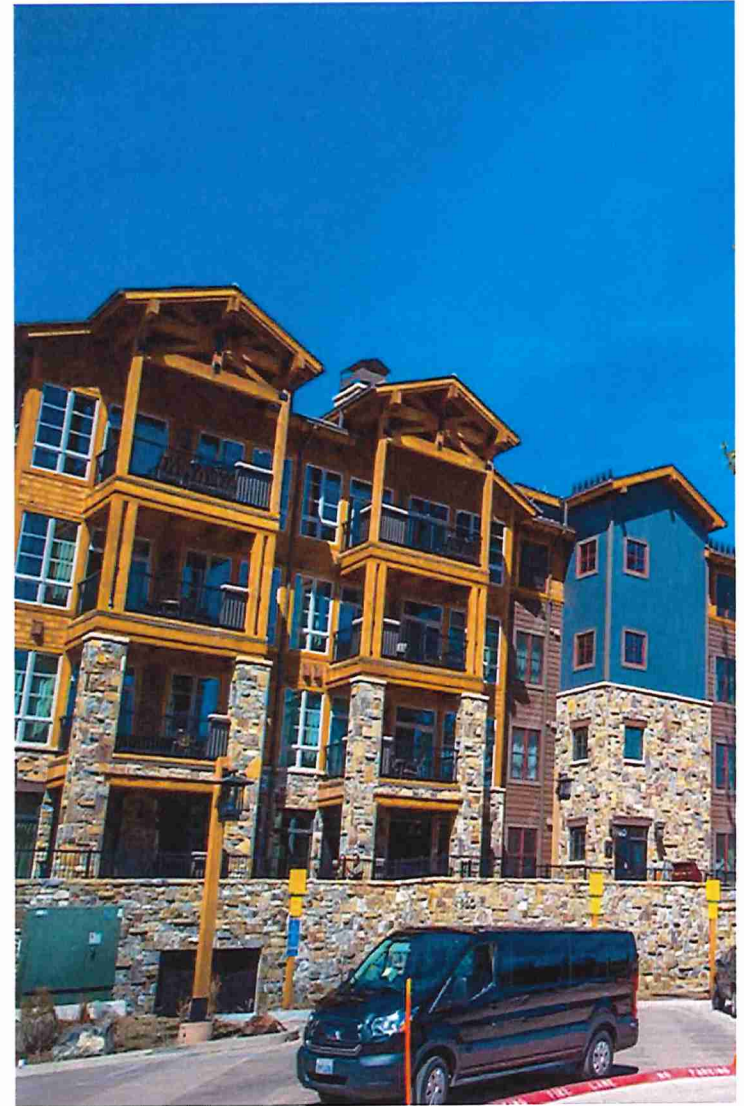
Transportation

- Add a stoplight at Grove Street/No more stop lights in Tahoe City
- Better transportation to/from Reno Airport
- More EV charging stations
- Additional rail/train service
- Underground tunnels for pedestrians
- Bike/trail access between North Lake Tahoe/Truckee
- Toll booths/basin entry fee/limited car access
- Gondola/monorail to and from ski resorts
- Parking Management/enforcement
- Ski resort responsibility



Additional Comments: Reinvestment/Housing

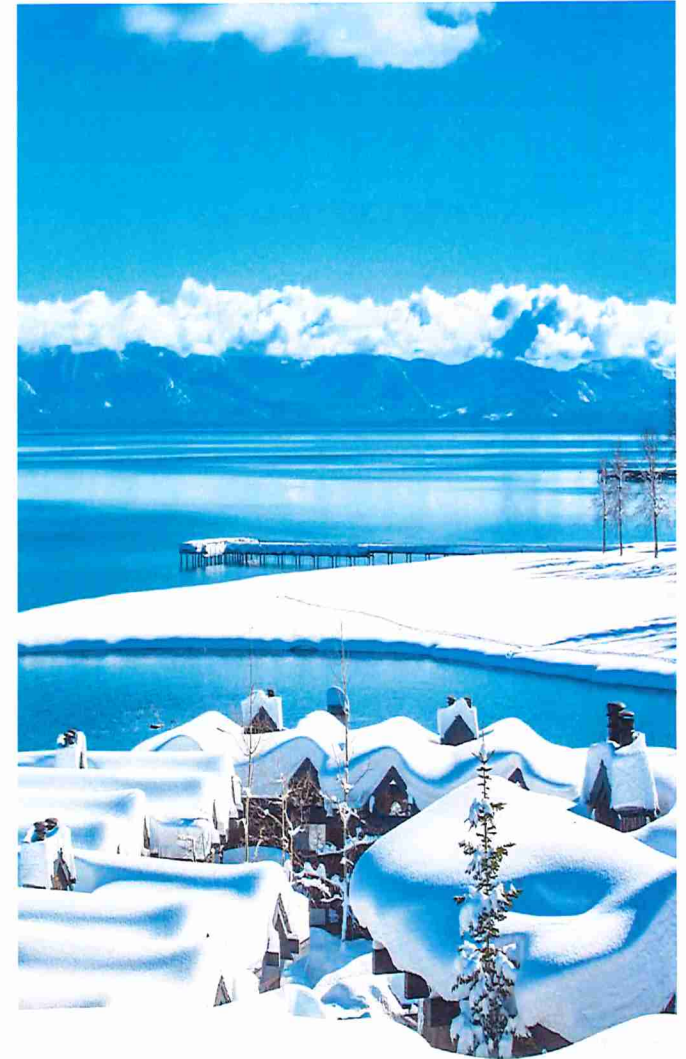
- No more commercial development/Redevelop dilapidated properties for mixed-use
- Additional Services for unhoused/homeless
- Housing for moderate income workers
- Limit/Ban STRs in neighborhoods
- More apartments/dorms/seasonal



Additional Comments

Other

- Additional communication in Spanish
- More trails and activities to spread people out
- Fire prevention/wildfire evacuations routes/defensible space
- More resources for families- childcare/activities
- Rec Center/Pool
- Protecting/enhancing/stewardship of environment
- More toilets/trash cans in public places
- Educate locals and visitors/get rid of "us" vs "them"





Questions/Comments



North Tahoe Community Priorities Survey

Q32 Should Placer County and the NTCA consider any additional ideas or community priorities?

Answered: 210 Skipped: 309

#	RESPONSES	DATE
1	Lease restrictions on commercial properties to limit realty offices.	3/21/2023 4:46 PM
2	Questions are deceptive and offer poor choices. Placer County should view the Tahoe area as a national monument not as an income to Placer county	3/19/2023 5:42 PM
3	Stop all additional commercial development. And Indoor Water park at Palisades means more water and power infrastructure that we pay for while the out of town developer gets all the benefits.	3/13/2023 11:38 PM
4	Affordable housing should be created by businesses with workers housed on site. Worker housing for ski resorts should by paid for by THEM ONSITE	3/13/2023 5:43 PM
5	Definitely Housing programs to help first time home buyers, so working force individuals who keep Tahoe running can afford their own house instead of paying high rent prices to rich people. I work a regular job, don't make a lot of money to buy a house but I don't qualify for low income housing either or any other benefit. I feel like most of the programs help very poor people who don't work or rich people who own multiple properties in the area.	3/13/2023 4:47 PM
6	Putting a stop light at Grove St for the peak tourist times, not necessarily additional people to monitor this crossing.	3/12/2023 9:02 PM
7	Yes, the inflated prices of food, goods, and services that are outpacing comparable communities around the state.	3/12/2023 6:22 PM
8	Defensible space requirements for everyone should be enforced, not just STRs. We are the only ones around us that work on it, so my neighbors don't care and that could impact us in a life or death manner.	3/12/2023 5:26 PM
9	Like in Europe we need to address transportation issues first, for visitors using a lane specific for bus transportation on 89 and 267, or a monorail system to encourage people to leave their cars behind while visiting ski resorts and Lake Tahoe and provide and way they can enjoy our area without the need for cars. Reduce our carbon footprint. And we need workforce housing desperately. My top two!	3/12/2023 10:43 AM
10	*Redevelopment of dilapidated or subpar properties that could provide significant enhancement to the community as mixed use (housing/commercial), parking, or open space. Why can't the old fire station in TC be converted to work force housing (firemen did sleep there and there's parking) OR be torn down to open up the view to the Lake and provide more open space. *Please NO stop lights in Tahoe City--crossing guards are so much more effective at providing safety and keeping the traffic flowing during peak tourist times. *Better enforcement of speed limits--the rate at which people drive through Tahoe City seems to have really increased in the last few years. *Increasing TART buses and TART Connect would be great but it needs to be reliable or folks will never use it again. Buses need to run way more frequently than hourly at stops, needs to be provided to all communities--currently Alpine Meadows is excluded for TART Connect, and can we work out some agreement with Palisades that people can park at the Deer Park lot in the summer to access the bike trail--it can easily be shared with the boat inspection station. *Limit/stop the further development of Olympic Valley--enough is enough, already too many people here, fire evacuation issues, water issues, light pollution, trail impacts, ... * Light pollution--we could be a Dark Sky community with more attention to over lighting/ improper lighting issues. If South Shore can do it, I really think we can!	3/11/2023 8:20 AM
11	What can be done to protect the environment and each community from over tourism. Would a reservation system work so that the number of visitors is manageable for businesses, workers and locals trying to live their lives without the impacts and stress caused by over tourism?	3/10/2023 5:48 PM
12	Placer County should be limiting major new development in the Tahoe Basin. For those	3/10/2023 4:38 PM

North Tahoe Community Priorities Survey

developments that do make it into our communities both Placer County and TRPA should raise and enforce the number of workforce housing units required to equal the number of full-time employees + 50% of the part-time employees that will work at the establishment. Mitigation loopholes should not be allowed.

13	We desperately need Palisades Tahoe to take responsibility for the impact they are having on local infrastructure and traffic. It's unacceptable to have traffic backed up to i80 as a regular occurrence, or for it to take hours to travel from Tahoe City to Truckee along Highway 89. Palisades Tahoe needs to invest seriously in public transport to/from the resort and make it a more compelling option than taking private cars to the resort (read: frequent, on-time shuttles with multiple shuttle routes servicing major areas of the Tahoe Basin). The shuttle program they have stood up is laughable, and it is set up to fail given the lack of investment or accountability to improving the quality of life in the basin.	3/10/2023 2:35 PM
14	Stop paving paths thru the forest ! wE HAVE A VERY EXTENSIVE AVAILABLE TRAIL SYSTEM ALREADY. pAVEMENT IS AN ENVIRONMENTALLY POOR IDEA. aLSO SO VERY SUBURBAN. wANT TO BE IN THE MOUNTAINS ? rECREATE ON DIRT. wANT TO BE THE CITY, PAVE IT ALL, WRONG !!	3/10/2023 2:02 PM
15	A toll to drive in Placer County along the lake. Better transportation to and from Reno airport so people don't have to rent cars; the shuttle is expensive and unreliable. Implementing an overdue ferry system to connect different parts of the lake for pedestrians and bicyclists. Getting ebikes off the pedestrian trails.	3/10/2023 12:26 PM
16	Support more tourist needs. Lodges, auto charging stations, parking, etc. Supply space for big rigs to park during road closures rather than parking and blocking cars on the interstates.	3/9/2023 9:30 PM
17	Include train travel from the lowlands to Donner Summit and Truckee as a connect to local transit options. I-80 is a bottleneck for visitors.	3/9/2023 8:40 PM
18	Stop pimping out Tahoe for your own personal gain Placer County. You are destroying Tahoe.	3/9/2023 8:18 PM
19	Put STRs in commercial zones. Remove them from rural ares. Decrease the number of VHRs. We're over capacity.	3/9/2023 7:37 PM
20	There is a palpable attitude of us vs them. The 'us' are people who lived in Tahoe full time before the pandemic. Them is everyone else. The prevailing thought of 'us' is that 'them' are the root of all evil and somehow 'us' has a more ordained right to enjoy tahoe. Sad.	3/9/2023 7:04 PM
21	Government makes bad decisions that are ideologically rather than logically and sensibly driven. therefore they should encourage private groups to build employee housing, or to develop better, more reliable transportation from Reno and Carson City to the Tahoe area.	3/9/2023 5:34 PM
22	Addressing housing issues for folks with moderate-income	3/9/2023 9:59 AM
23	Expanding Placer County Homeless Services into the area	3/8/2023 3:40 PM
24	Affordable Housing!!!!	3/8/2023 11:31 AM
25	Communications to Spanish-speaking residents	3/7/2023 3:39 PM
26	Dont approve ridiculous development like the Village at Palisades that are only going to cause more problems and benefit a few. It is in conflict with all the questions asked.	3/6/2023 11:26 AM
27	Placer needs to weigh the boon of revenue generated by tourism against the cost of living and access for the workforce to provide those resources. Driving out the workforce will lead to an overall reduction in the revenue available because no one will be here to provide those services.	3/5/2023 7:09 PM
28	Please BAN STRs. They are a nuisance to our community.	3/5/2023 5:37 AM
29	Stop hiring people from out of the North Lake Tahoe area to make decisions for us. If you don't live here you should not be making decisions for us. Reno/Carson is not local so those residents on your payroll really have no vested interest in our community.	3/4/2023 7:19 AM
30	More trails and activities, to help spread out people and also benefit people that live here year round	3/3/2023 9:01 PM
31	Underground tunnels in Tahoe City for pedestrians to cross the road.	3/3/2023 9:23 AM
32	This survey is dubious most people don't understand the choices they are being asked. So	3/3/2023 8:06 AM

North Tahoe Community Priorities Survey

since there is not a base level of knowledge the direction received from this survey is questionable. There needs to be an education and exposure to strategies before being asked.

- | | | |
|----|--|--------------------|
| 33 | fire prevention | 3/1/2023 5:28 PM |
| 34 | We really need more activity centers for parents and children. Mainly a recreation center with a pool. Where there could also be a play area (like KidZone or The Discovery) and a place to hold art/music classes. This is crucial! We all drive to Truckee daily to use their resources for things to do with young kids (baby/toddler). North Tahoe just had a baby boom! Please help make our community an even greater place for young families! We deserve it!!! | 2/27/2023 6:49 PM |
| 35 | Please help reduce traffic congestion as it is a major safety hazard for all, including tourist. There needs to be more disability friendly options including for children via TART, and other ride share programs especially when the school district can not bus disabled children. | 2/27/2023 10:41 AM |
| 36 | work with state and federal agencies to ensure I-80 remains open by increasing traffic law enforcement to prevent accidents, and adding services to clear them when they occur. Create a regional traffic management plan that could be implemented when the highway closes, and prevent the town from gridlock. | 2/27/2023 10:31 AM |
| 37 | wildfire evacuation routes.. | 2/25/2023 7:42 AM |
| 38 | consider a commercial/large scale building moratorium on hiways 89/267 until the traffic and parking issues are addressed. | 2/24/2023 8:36 PM |
| 39 | <p>In #30 both A & B should be addressed because both address Everyone's Quality of Life whether they live here locally year-round or are visiting the area. { Collaboration between everyone is Key right now! } In #31, who is the greater demographic population of the two choices? I'm thinking renters at this moment. A personal story from today's snowstorm: I just went out to shovel my car space at our affordable housing apartment complex here in Truckee. We are each responsible to clear our own spaces, our management clears our sidewalks and a local snow removal service clears our parking lots, it's a community effort to clear the snow each time. I've lived here since they opened in 2007. We've overcome quite a few challenges, obstacles, and hurdles along the way, our property has had its fair share of trials and errors, with multiple improvements along the way. For the most part, I think we are all super thankful to have a place to call home here. I know I am thankful as a single mother to have had a place to call home and raise my son in the Sierras, where I was born and raised and where my heart lives. Anyhow, I went and asked three different tenants the question you asked us on this survey above, #31. All three said, they know there is no way they could ever afford to own a home here in town so 'B' was not an option for any of us, who are all hardworking families with different dynamics, #'s of family members, and # of cars. I knew that owning a home was never an option for me in my 20s when I worked 3 to 5 kinds of jobs all year round in restaurants, catering, babysitting, caretaking homes, dog-walking, retail, landscape maintenance, cleaning vacation rentals, working in Blyth Ice Arena and mountain operations in Olympic Valley, etc. ... so I threw in the flag of owning a home by the time I turned 30 years old. It was a heartbreaking reality after serving our community my whole life. ~ Please consider creating a survey, forum, or housing workshop in all of the affordable housing apartment complexes here in town and ask the tenants what would be their greatest desire for improvements in their apartments. What do they wish for most of all? What comes to my mind is enough Parking for two cars and one visitor, it has caused a great deal of anxiety, unrest, and unnecessary stress amongst all of us living here to only have one parking space for each apartment. There are a lot of folks double parking behind other cars, and a lot of unnecessary horn honking because people park in other people's spaces. I rarely have visitors because parking is way too stressful of an ordeal to ask anyone over and have suffered a bit of PTSD from the whole parking ordeal here. I used to work 8-10 hour shifts cleaning vacation rentals on the big lake which is where I originally cleaned vacation rentals and private homes for about 30 years, then I'd sit in skier traffic, eating my dinner, sometimes in blizzard conditions for hours on 89, then proceed to drive my son down to meet his father in Sacramento through chain controls, more skier traffic, and blizzard conditions only to get home around midnight and find someone parked in my parking space completely exhausted from the whole ordeal, I oftentimes parked at the Recreation Center across the way and walked through the roundabout so I could go home and sleep. ~~~~~ If you would all consider a few additional ideas & community priorities I have thought of along the way, here are a few: Create or find fourplexes where lower-income families could live together with their extended families in separate dwellings in the same building &/or area of fourplexes. We have several families living here whose extended family members live in from 2 to 5 different apartments. There is always a 200 to 300-person plus waiting list to get into all of our apartment complexes, which</p> | 2/23/2023 7:43 PM |

North Tahoe Community Priorities Survey

is often a 2 to 3-year long wait for. Fourplexes might be an excellent way to cure the problem of entire families wanting to live together in the same apartment complex in different apartments and open up a large handful of apartments to other community members in search of housing here. ~ Provide ski/snowboard, paddleboard/kayak, and bicycle storage units at each apartment. ~ E-bikes need parking spaces like motorcycles. ~ Build garage &/or tool shed spaces for our contractors to store their tools, equipment, and supplies, work on their cars (inside and out of the elements), snowblowers, and ladders, and park their work trucks & work trailers. (Take note of all the work trucks, trailers, and visitors parking along the roadsides in the spring water runoff ditches in our summers at most affordable housing complexes in Truckee to understand where I am coming from here. The apartment complexes could charge extra rent for those garage spaces. ~ Put storage lockers on the apartment porches for gardeners to store their gardening pots, soil, and supplies over the winter months as opposed to being exposed to the harsh weather conditions in the Sierras. ~ Create Dog walking areas in our apartment complexes and have the dog owners live next to that dog walking area so the rest of the residents don't have to pay the high price of dog waste all over the place, especially in the Winter months, when our sidewalks turn into urinals and gunk up our snowblowers spraying #%%@ all over. ~ Give future local renters substantial rental discounts as incentives for being 0,1 or 2-car families &/or using our free public transportation to get to work or school as opposed to being 3-6 car/truck families. ~ Place a cardboard bin in high-density apartment complexes. ~ Install a green playing field for the children to play ball, and frisbee, soccer, on rather than in our parking lots where their lives tend to be endangered by speeding residents returning from work. The playing field could have picnic tables and BBQs for families to celebrate in the summer months. ~ Provide a proper maintenance shed for our Maintenance crews. ~ Build (or find) enough housing in all of our ski resorts to house every single one of their/our employees so they don't have to commute from Reno, during white-out, blizzard conditions, two hours earlier, and create gridlock on our two-lane mountain roads. Help employees Live where they work and take public transportation into town if they need to go there. Provide the employee housing units with high-quality laundry rooms with sitting/reading, and welcoming waiting areas. ~ Provide Community rooms for residents to get together where they live. ~ Build a Monorail on 89 for everyone to get out of their cars and relax while they go here and there. Save our fresh Mountain Air & our crystal, clear Waterways. ~ Provide buses for ski team kids to get to their training days. It worked well for the Ski Duck Program when my son and a handful of kids were in middle school. ~ Stop advertising Lake Tahoe, People already know it's here and I do believe we went way over capacity about 20 years ago. ~ Charge entrance fees to enter the Lake Tahoe Basin at all of our main entrances: Donner Summit, Mount Rose, Spooner Summit, Kingsbury Grade, and Echo Summit to create a sense of Stewardship for all visitors. Let the visitors choose what local stewardship program &/or agency they want their entrance fees to go towards. Agencies such as Mountain Area Preservation, the Bear League, The League to Save Lake Tahoe, Sierra State Parks Foundation, SWEP, Truckee River Watershed, The Tahoe Food Hub, The Mountain Housing Committees, The UC Davis Environmental Research, The Tahoe Rim Trail, The Tahoe Sierra Club, The McConkey Eco~challenge, and Sustainable Tahoe are a few well-known Stewardship agencies that come to my mind tonight. Grandfather in all the residents who live here now and are well-established in homes, apartments, and townhouses. Give the current residents 'Residents' stickers to put on the upper lefthand inside of their vehicle's windshields as we had a few years ago, they seemed to help out. ~ Give visitors a substantial discount on their hotel/motel/vacation rentals if they carpool, take the train, plane, or bus, and use our free public transportation to get around the basin. Most of all, Keep on Keepin' on, collaborating to solve all these major local issues we are faced with today. Save Lake Tahoe. Save our Sanity. Thank you for taking the time to listen, I know we're all super busy.

- | | | |
|----|--|-------------------|
| 40 | <p>1) I think free, convenient/frequent, accessible, clean (electric) PUBLIC MASS TRANSIT could go a long to alleviating our traffic congestion crises on hwy 89 during winter and at Donner Lake in summer. TART Connect is a band-aid that helps with convenience but doesn't seem to much reduce traffic (it does reduce parking) or GHGs or VMT. 2) LOCAL WORKFORCE HOUSING programs (as opposed to "affordable housing" that draws underemployed people from other parts of the county) for the missing middle are critical to supporting our local businesses and maintaining our community and our services. 3) Our OPEN SPACES and 'nature resources' is why people want to live and visit here, and they must be protected from sprawling development and degradation from being "loved to death". Thank you for asking for community opinion and priorities!</p> | 2/23/2023 5:25 PM |
| 41 | <p>High priority of protecting and enhancing the environment + stewardship = monitoring and mitigation</p> | 2/23/2023 4:00 PM |

North Tahoe Community Priorities Survey

42	comprehensive parking management throughout North Lake Tahoe and Truckee!	2/23/2023 11:20 AM
43	Stop the cars	2/23/2023 10:46 AM
44	I wish people would realize short term rentals have created unique problems. We are all guest in this beautiful place whether we are born here or just visiting. Please remember that.	2/23/2023 9:40 AM
45	Creative re-use of dilapidated structures/ areas for housing and connecting trails. Bike access between Truckee and North Lake is VERY IMPORTANT!	2/23/2023 9:23 AM
46	Consider winter and summer months in regards to traffic, emergency, and how it effects the local workforce that keeps business going. The local workforce isn't just a single person they may have a family to support as well. Adding taller buildings going to cause more snow ice build up and unsafe conditions during the winter. I want to see old building brought back to life and not left abandoned but I also don't want a 10 min drive to turn into 1-2hrs.	2/23/2023 9:16 AM
47	You are destroying our neighborhoods, our community and our environment all in the name of accommodating more and more people. We've reached MAX.	2/23/2023 8:31 AM
48	Hold resorts like Alterra responsible for the pressure they are putting on our infrastructure (i.e. traffic on roads) and on housing (cost due to demand and the lack of workforce housing). Restrict further development or force payment into local programs to fund solutions.	2/22/2023 3:38 PM
49	Focus on locals: employees/affordable housing, infrastructure, maintaining our open space and trails; less focus on promotion of tourism and respecting zoning...residential for residential use; commercial for commercial use. Eliminate STRs and Air BNB!	2/22/2023 3:04 PM
50	Stop second home buying.	2/22/2023 2:53 PM
51	Fix the pot holes more often, when weather permits. Have plows go out when there is actual snow on the road not before!	2/22/2023 12:55 PM
52	Stop building high end housing and resorts that bring in more cars and people, stop STR's in all counties, create online reservation system for all parks and beaches, no parking on 28 from Incline to Spooner, build transit hubs at Spooner, Truckee and expand Tahoe City, limit visitors based on how many cars can exit basin in a fire, winter checkpoints Reno, Carson, Hwy 80 to stop unprepared winter vehicles	2/22/2023 10:55 AM
53	Less restrictions to build in Tahoe.	2/22/2023 10:06 AM
54	We can't keep building if we have no plan for traffic and emergency routes. There is no need to pay for marketing Tahoe as we don't need more people.	2/22/2023 9:50 AM
55	Reduce overtourism and year-round events aimed at tourists. Dversify the economy away from tourism. Admit that STRs created the long-term housing shortages. End short term rentals of non-owner occupied housing units to free up housing for long term rental lease and do a better job of code enforcement to root out STR nuisance properties or non-permitted but advertised properties. Fix the STR mess before any further discussion of ADUs, which will only add to Tahoe congestion problems.	2/21/2023 11:16 PM
56	Pedestrian tunnel or bridge in tahoe city instead of cross walks for uninterrupted traffic flow, banning short term rentals in all neighborhoods while approving and streamlining hotels in towns and development at palisades to increase short term bed base. This will allow str renters to not have to commute to towns or ski areas as they are already staying there and arrive not during peak hours. All parking paid parking at ski areas to encourage public transportation and get people out of their cars, third lane for buses on 89.	2/21/2023 8:28 PM
57	I question the effectivity of Deed Restrictions. They have not worked. In NV, they are useless. No enforcement by TRPA. Not in interest of Realtors or Property owners. No transparency so the community cannot help enforce. This is a misnomer to expect deed restrictions to support workforce housing.	2/21/2023 11:33 AM
58	MORE RESTRICTIONS ON NUMBER OF STRS - THEY USURP MISSING MIDDLE HOUSING AS WELL AS RENTALS	2/21/2023 11:18 AM
59	Support the maintenance of the current bike trails and encourage visitors to get out of their cars. Support the 3rd lane concept on H 89 AND H 267	2/21/2023 10:26 AM
60	Have ski areas limit ticket sales to help alleviate traffic.	2/21/2023 8:58 AM

North Tahoe Community Priorities Survey

61	We need more for the kids to do. We need a recreations center for the kids.	2/21/2023 7:26 AM
62	We cannot get off the hill in a timely manner, even during normal busy times--the end of a weekend, rush hour in the evening. We are going to be trapped in a disaster, yet, growth is encouraged. Placer County needs to find another cash cow and the TRPA is a joke.	2/20/2023 7:27 PM
63	NTahoe area should be a separate county or entity. Placer County interests are diverse. Tahoe area interests and concerns are unique to the area.	2/20/2023 5:30 PM
64	When will we consider actually limiting the number of cars that are allowed to come into the basin in place of all of these measures to deal with them once they have arrived? Most of these issues come from too many people coming here with their cars. Addressing the "challenges of peak tourism season" seems futile if we don't do something to keep it from continually growing. Please don't ask for money to acquire land if you don't have the money to actually build the housing. A spot for "other" on question 16 would have been pleasant to see, since some of us would like our voices heard on other priorities. I am curious about the wording "right direction" vs "wrong track" since they are not opposites.	2/20/2023 3:28 PM
65	Traffic management/visitation priority one and it affects housing, the quality of the environment, trash, and everything else. No new projects should be approved unless workforce housing is proposed on site as part of the project. It is time for the County to get creative and work with Cal Trans on adding express/bus lanes on 89 and 267 with remote parking.	2/20/2023 10:05 AM
66	Toll booth on the summit to collect funds for infrastructure. Permits to drive personal vehicles into the basin during peak seasons. Parking lots in truckee with bus service to the ski resorts and into the basin. Locals lanes for chain control. Snow play areas off 80	2/20/2023 8:47 AM
67	I had to choose but we need both. We need to manage the masses that come to Tahoe because this beautiful place is getting trashed and we need to ensure that our local community is taken care of. For too long nothing has been done to address the real problem which is vacation rentals. The community is deteriorating because our neighborhoods have been turned into hotels. We do not have the infrastructure to sustain the masses and building more is not the solution. The environment should be our priority and we are compromising its integrity with overuse and development. Lake Tahoe has been branded and marketed by local associations for too long, it's time we put the environment first. We all need a break from the overcrowding and the depletion of our resources. With the exception of the Tart offering the programs mentioned in the survey look good on paper but I don't see them in action. I work and walk in town and I pick up a lot of trash. Too often trash cans are overflowing and the businesses responsible for managing those cans can't resolve the problem in a timely manner. Why? Because they don't have a workforce. As for educating the public, I see a plethora of signs, especially in Commons Beach but people don't seem to read them. The ambassador program sounds interesting, unfortunately, I have never seen one. I can tell you that Commons Beach could use several stewards in the summer. I do my best but it ain't easy being green amongst a crowd of people who don't seem to care. I've lived in Tahoe a long time and I don't feel positive about the changes I have seen especially recently.	2/19/2023 11:15 PM
68	Prioritize work force housing options to employees who truly are working at a local ski shop, grocery store, retail shop, etc. If they are not employed locally then they will need to move out within 60 days.	2/19/2023 9:02 PM
69	Need to mitigate neighborhood traffic problems. Speeding and running stop signs is common place and dangerous for children, pets and wildlife.	2/19/2023 7:27 PM
70	Housing and medical services for Senior year-round residents!	2/19/2023 6:40 PM
71	Zoning laws should be re-instituted. Short term rentals should be outlawed or severely restricted in "residential" zoned areas. This will solve the housing problem. No need for "band aid" solutions, which doesn't fix things long term.	2/19/2023 5:13 PM
72	The roads are really terrible this year. Deep pot holes EVERYWHERE in Tahoe vista, Kings beach, Tahoe city, squaw valley, 267, 89 and they are dangerous. I have seen multiple people pop their tires from hitting them. Please repave our roads! Ski traffic is also out of control this year. I would like to see a larger push for first time owner buyers in Tahoe. We do not want more local housing to rent. We are already renting a 2br 2 bath for \$2,700 a month (which will go up when we sign our new lease for this year). We want to buy property!	2/19/2023 4:59 PM
73	Have better signage for the parking lots that should be free .Remove county vehicles from the free parking lot on Jack Pine. Have Cal Trans fix all the holes in the road from Tahoe City to	2/19/2023 3:56 PM

North Tahoe Community Priorities Survey

Dollar Hill soon. We don't need any more hotels to take up space in Tahoe City. We need more free parking, and a cleaner town. I have lived here for 55 years and am totally discussed with what is happening with this small town. Also what there is not any TOT money coming our way?

74	Your survey outlined the essential needs. Thank you.	2/19/2023 1:41 PM
75	I don't think we should have to choose and prioritize most of the issues highlighted by the survey. We should have rental options, and first-time buyer programs. We should be protecting our environment while also figuring out the housing and traffic issues plaguing our community. We should have equal voices from within the basin on our boards and committees, that live here full-time, and do not have connections to developers money.	2/18/2023 3:13 PM
76	Prioritizing local residents and environmental impacts over tourism. Tahoe has become the rich persons playground with too many air bnb and time share options. There is no recourse for locals who live next to air bnbs. Visitors dont care about the enviroment and trees. Its disappointing that Placer County is prioritizing the tourism over local life and enviroment. Allowing new trails to be built right next to homes risks locals moving away, more second home purchase, wildfires, and trash. Keep the trails out of peoples front door.	2/18/2023 3:05 PM
77	Prioritize sustainability over growth; Reduce water usage	2/18/2023 3:04 PM
78	I think a balanced approach to the things that we can control and the viability of the larger projects should all be considered.	2/18/2023 1:20 PM
79	Please consider a better structure to limit vacation home rentals. Something like requiring a license to short-term rent a home, and a requirement being that a new license cannot be issued unless a new long-term rental is brought onto the market as well. Also please consider taking action with the major ski resorts to limit passes to prevent massive over-congestion. Waiting 3+ hours to go to work from Truckee to Northstar is not sustainable long-term.	2/18/2023 11:54 AM
80	Updated existing conditions report necessary to go forward with any projects: Updated traffic analysis as well. Community/public input actually taken into consideration when updating Area Plans. 56 feet max was resounding message.	2/18/2023 11:00 AM
81	no	2/18/2023 10:54 AM
82	Charge tourists more, full-time locals less for parking, entry fees, taxes, etc. We pay so much more to live here year round!	2/18/2023 10:14 AM
83	Accept that OVERTOURISM IS THE PROBLEM. Trying to cram more people into a place that is already overcrowded IS NOT RATIONAL NOR DOES IT CREATE QUALITY OF LIFE FOR ANY OF THOSE PEOPLE. HELLLLOOOO?????? MAKE IT MAKE SENSE	2/18/2023 10:13 AM
84	More family friendly amenities, more protected bike lanes, more density in town centers, more trash and cleaning services in town centers, more beauty like flowers and placemaking	2/18/2023 4:54 AM
85	Support for redevelopment in our town centers including infrastructure	2/17/2023 5:30 PM
86	Toilets and trash dumpsters at all popular beaches and trail heads that can be removed in winter and are nicely decorated. Paid parking at resorts and popular areas that are used to pay for buses, toilets and trash removal	2/17/2023 5:02 PM
87	Hold corporate decision makers in Colorado accountable for creating gridlock in our area.	2/17/2023 12:30 PM
88	Limits on short-term/vacation rentals.	2/17/2023 12:22 PM
89	A bike trail around the lake WILL NOT alleviate traffic congestion!!	2/17/2023 12:08 PM
90	Do not allow huge changes to community character. Changing height and density will create more traffic congestion and developers are just conning the public saying they have to have height to solve workforce housing issues. Developers don't have to become billionaires to help Tahoe's housing. They should be reminded why visitors like it here: quaint mountain and outdoor experiences, not high rise South Lake Tahoe, Palisades and Northstar Villages.	2/17/2023 11:42 AM
91	All of the issues stated in this survey are super important. Unfortunately, we seem to be at our capacity on busy weekends and behind in infrastructure to maintain a healthy environment and local community. We need far better public transportation, bike options and access to housing for locals or our workforce. I was born and raised here and am saddened to see the changes in our community that negatively effect our environment. We need resort management to step up	2/17/2023 11:26 AM

North Tahoe Community Priorities Survey

and address these issues of traffic in collaboration with Placer County. We need Placer County to listen to the residents here in Lake Tahoe and allocate more money to our town as we bring in more money to the county. Money in doesn't necessarily seem to be allocated to our local community, we need a bigger seat at the table. Before more development happens that will inevitably add more traffic, we need solutions in place to manage that. Those businesses responsible for the congestion need to have a larger responsibility to solve that issue. I've read and heard a lot about adding lanes and giving cars more access to the roads, but what about bike commuters? We live in a very outdoorsy place, but it's extremely hard to commute by bike. I'd like to see more options for bike other than a bike trail that is equally as congested as the roads...wider shoulders and more signage for road bikers. More places to park your bike and incentives for doing so. Better public transportation is clearly a desperate local issue.

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| 92 | Shuttles to ski resorts - including backside of Alpine. Increasing TART so it can be used more frequently to reduce traffic and lower drunk driving rates | 2/17/2023 11:22 AM |
| 93 | Tourism mitigation, they support our local economy but many of them disrespect the very thing that brings them here, the beauty of Tahoe and the natural environment. Need better education of tourists and more infrastructure to support the strain they place on the environment (i.e. multiple trash cans at EVERY beach, trail head and park that are regularly emptied). Maybe add a "trash tax" to every hotel and air bnb stay? Also, affordable housing. So much of Tahoe's housing is used by visitor and second homeowners while the people who make the economy function are living in shitty expensive housing. I had to move to Reno and commute daily because I couldn't afford a home large enough for my family of 4. I shouldn't have to make these types of choices. | 2/17/2023 10:59 AM |
| 94 | enforce the tourist parking in the summer enforce parking regulations in the winter. enforce the snow dumping on the streets by business owners | 2/17/2023 10:34 AM |
| 95 | Yes, thinking on how to better local and full time residents... not everything is about tourist. | 2/17/2023 10:16 AM |
| 96 | Expand TART to Palisades in the evening. This service was discontinued and leaves workers who depend on this stranded or needing to find rides back into Truckee or Tahoe City. Expansion of a 3 lane road or expanded merge options on 89 and 267 to help mitigate excessive traffic to the resorts and lake. | 2/17/2023 9:29 AM |
| 97 | The traffic congestion created by Palisades has gotten way too bad. Common reports of LOCAL people spending 2-4 hours total in their cars to get to and from the resort on just normal (non-holiday) weeks with decent snow. That is insane! Talk about environmental impacts and safety impacts from that. In summer, the risk of all of us getting trapped, unable to evacuate from the north and west shore is extremely likely. Think a huge fire trapping thousands of people on the west shore in July, roads grid locked and stuck. There has to be an emergency plan in place and dry runs should be done once a summer by all the local agencies that could help, County, Caltrans, Sheriff, Town of Truckee, etc. Set up all lanes to evacuate. Make it known that this is the plan and we can execute it. Otherwise we could have a Paradise fire situation but much much worse. | 2/17/2023 9:00 AM |
| 98 | We need to address the housing issue. I and my wife are full time residents and workers in the North Tahoe area. We have good jobs for the local PUD and County and we can not afford to live here. We are expecting our first child and are really discussing leaving the area because we do not see it financially possible to raise a family here. Seem that the local agencies only care about the 2nd home owners and tourist. | 2/17/2023 8:42 AM |
| 99 | Short fix. Bus lane from Truckee to ski areas. Make it so bus gets you to ski area faster. Use bike trail from TC to ski areas during winter with some kind of bussing system. Long fix, Gondola from Truckee to TC. with spurs to ski areas. Make big parking lots outside Truckee. charge for parking and tram ride. Have a tram from Truckee to Northstar and possibly KB. | 2/17/2023 8:05 AM |
| 100 | Limiting TOT permits. Applicants are awarded a Christian tot permit via a lottery system. Permits are good for two year intervals. | 2/17/2023 8:01 AM |
| 101 | STOP TRYING TO PRODUCTIZE NORTH TAHOE! Your infinite growth marketing and visitation model is the root cause to the degradation of our natural resources and the bleeding dry of our local communities. Capacity exists. | 2/17/2023 7:45 AM |
| 102 | Follow through. DO SOMETHING, kinda sick of talking about this. Stop and parking signs don't do anything if they are not enforced. | 2/17/2023 7:27 AM |
| 103 | Rec center in KB. More programs for young families, camps, more library hours, love the PUD | 2/16/2023 10:17 PM |

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programming expansion so far. Want a pool, swimming lessons, swings at the park downtown etc. maybe even another playground/ sledding hill in the top corner of the grid. More restaurants and shops downtown.

104	Trash is a huge problem affecting the environment, wildlife and quality of life in the area. Traffic is out of control, affecting ability to get to work, appointments and even socializing. Development expansion is threatenng to make it much worse. Threat of wildfire is terrifying but peaks at the height of tourist season(charcoal use, poor decision making). Defensible space programs should be increased with affordable costs as they are in everyone's best interests. We used to have several free brush dropoffs every season, we now have one. 6 yards free at the dump should be increased. Truckee has more allotments(dumpster) than unincorporated Placer.	2/16/2023 10:01 PM
105	Fee or permit use system in the basin, similar to Banff in Canada	2/16/2023 9:27 PM
106	Large resorts companies driving up tourism in our area. Tourism that is breaking the community apart because it is just too much all at once. Palisades, Northstar, Homewood development plan, Waldorf Astoria that's coming to Crystal bay. It's all too much at once, The environment can't take it. The locals can't take it. Locals can't afford to live here because tourist are driving them out through STRs. There are not even employees to work at all these businesses because employees can't live here. Everything is starting to crumble and serious action needs to be taken.	2/16/2023 8:55 PM
107	Take care of infrastructure. Set an example for other to see. Currently spending money or considering spending money on blowing & removing snow on bike trails which comes from Caltrans & private lake front stockpiles, parking lots at transit center which are so poorly managed we should be embarrassed to advertise as park & ride in winter, parking problems from lack of enforcement, van lifers sponging off our system, create sustainable year round trailhead access & maintenance, more resources to maintain our area impacted by tourist who generate TOT & TBID, volume exceeds capacity on the traffic front & big ask with a few programs	2/16/2023 8:20 PM
108	Do not add any more vacation housing units or any additional attractions s that would encourage more visitors. The basin is already overly impacted by visitors	2/16/2023 7:53 PM
109	Good luck!	2/16/2023 7:50 PM
110	New housing developments are tough and complicated so it is better to prioritize housing programs such as Landing Locals and Workforce Housing Preservation to help with the housing crisis. We need to better incentivize people to use public transportation and carpooling to resorts in the winter	2/16/2023 7:17 PM
111	Utilize PCTPA director, TTD, and other agencies who are ready to implement congestion pricing. Those who are not ready will follow.	2/16/2023 6:40 PM
112	Create and distribute a Local living guide to safety and being considerate (driving, trash, trail etiquette, snow removal, safety items in cars, etc) that is included in rentals, hotels, and home sales.	2/16/2023 4:53 PM
113	Placer county should focus on construction of a recreation center on the north shore which is affordable for residents that includes modern amenities with a gym and lap pool as well as recreational pool.	2/16/2023 4:51 PM
114	MASS TRANSIT FUNDED BY PARKING FEES AT SKI AREA AND BEACHES	2/16/2023 4:29 PM
115	Traffic impact of The Biltmore project. Wildfire evacuation planning	2/16/2023 4:02 PM
116	Prepare a Supplemental EIR in connection with the 2012 Regional Plan including a Wildfire Evacuation element before trying to increase height, density and coverage.	2/16/2023 3:52 PM
117	Better public transportation improvements, short term 3 lane hwy 89, long term monorails or other similar type options.	2/16/2023 3:48 PM
118	please consider indicating support for more tourism mitigation through science and/or stewardship education (for example, tourism impact mitigation by providing increased support for expanded visitor services and visitor education in Tahoe City)	2/16/2023 3:47 PM
119	Finish the Bike Trails along the Resort Triangle. Prioritize new trail construction over other eligible projects; including workforce housing. Infuse projects with cash and resources to get	2/16/2023 3:34 PM

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TMP's primary objective completed. The County should contract with consultants to expedite. This is taking too long. - Complete OV > Truckee Trail. - Complete Northstar > Tahoe Vista Trail. - Complete the Dollar Hill> Tahoe Vista Trail.

120	Workforce housing in downtown and commercial areas to minimize need to commute and optimize walking and living in those areas. Transit programs are a good idea but need to have a priority lane or similar in order to incentivize use and moderate traffic	2/16/2023 3:19 PM
121	limit tourism with permitting. meter resort attendance. Stop expanding ski area development.	2/16/2023 2:45 PM
122	I think they should stop permitting luxury home building expansion (especially the Truckee area which creates so much of the traffic from day trippers to Lake Tahoe) until we prepare the infrastructure to manage the traffic and trash.	2/16/2023 2:33 PM
123	Invest in parks and recreation infrastructure that is important to residents and visitors.	2/16/2023 2:06 PM
124	REDUCE WEALTH INEQUALITY. Outlaw Short-Term Rentals, Vacation homes, Vacasa, AirBNB, etc. Heavily tax multi-property owners our restrict how much a single person or entity can buy within a county. Increase local wages or put higher tax to unfair wealth coming over from California areas. TRPA and Lake Tahoe must exhibit sustainability leadership to the world. The growing wealth gap has to end. Tahoe should not become an elite gated off community for the extremely wealthy. More local owner occupied dwellings brings about a safer, more stable financially, better well-being and cleaner environment. This can happen. Policy can bring about a better playing field. Increasing wealthy equality helps the environment, helps the economy and and helps society. More development is not the answer. More tourism access is NOT the answer. Do not create more demand for Tahoe. Keep it as is. We are on the very wrong track here!	2/16/2023 2:05 PM
125	Expanding roadways to local towns. The ski traffic has been exceptionally terrible this year and there needs to be a solution especially for locals and full time workers from out of town trying to get to work on time.	2/16/2023 1:41 PM
126	Increase restrictions and limitations on VRBO and Air BnB. Require large corporations to provide more employee housing on site. Return to CHP regulating traffic at bottom of Alpine Meadows and Olympic Valley. Do not let tourists turn off 89 once ski resort parking lots are full creating grid lock.	2/16/2023 1:40 PM
127	Public safety can't keep up with additional tourism	2/16/2023 1:25 PM
128	widening the roads back out so larger vehicles such as trucks, rv's and snow plows can navigate roads and roundabouts safely - its definitely a safety issue!	2/16/2023 1:18 PM
129	Make North & South Lake Tahoe it's own jurisdiction	2/16/2023 1:14 PM
130	Define the carrying capacity of Olympic Valley and Northstar and require the resorts to go to a reservation system that limits the number of vehicles and does not create a situation where folks drive to Tahoe and then can't park. Subsidize North Tahoe Fire and California State Parks for the increased costs of tourism. The number of people who require bathrooms, trash containers, rescue, first aid, etc has increased dramatically and there is no funding mechanism in place with either agency to allow for the hiring of the additional employees required to managed his increased work load. Rent for businesses is off the roof. Tahoe relies on its non-profits to add to the infrastructure and solve the many problems faced in creating a great place to live, work and recreate. I would love to see funds used to create a community center that can house some of the non-profits at a subsidized price tag.	2/16/2023 1:09 PM
131	We have to critically think about how we market our incredibly beautiful community to people coming from other places. Of course we want our community to thrive economically but that doesn't matter if local people can't afford to eat and live here, locals can't enjoy where they live because so many people are coming here and the congestion of so many tourists makes it almost impossible for locals to enjoy why we all live here (access to lakes, rivers, skiing, etc) and the environmental impact is so great that the health and well being of the lake and overall ecosystems begins to degrade - then everything is a total mess and there will be no economic prosperity for anyone.	2/16/2023 12:50 PM
132	Childcare is a huge problem, in addition to housing and traffic. Please consider what you can do to help provide options for parents. It's impacting the workforce tremendously.	2/16/2023 12:12 PM
133	Probably but you won't	2/16/2023 12:07 PM

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134	Housing, housing, housing! If it's a good place to live, it's a good place to visit.	2/16/2023 12:04 PM
135	We need to keep marketing to bring visitors up year round - shoulder seasons. We need to understand and then consider mitigations for the 'untehered visitor'. Need to make sure we are not blinded by 'housing' being important, but not the biggest issues to our community and economy	2/16/2023 11:59 AM
136	Stop taxing locals! The TBID tax is for tourism, yet locals pay it as well. Incentivize small businesses! Restaurants and retail are closing down ALL over north lake tahoe. Why??? Half of the store fronts in KB and TC are vacant.	2/16/2023 11:59 AM
137	Is there a way to implement a "public transportation lane" so that TART buses, and other PERMITTED vehicles can circumvent traffic? Right now public transportation sits in the same traffic I do in my own car, so I'd rather be in my own car. If public transport or ride sharing actually got me there FASTER, then I think we'd be on to something.	2/16/2023 11:41 AM
138	Not enough is being done to change the mindset of visitors. It would seem that many visitors consider Tahoe as a theme park. We should be exploring more creative ways to get visitors to want to treat Tahoe (our home) with greater respect.	2/16/2023 11:34 AM
139	Work with TRPA to make renovations, repairs, modifications, and use changes to existing building stock and new buildings MUCH easier. This place continues to be run-down due to the prohibitive costs in permitting, mitigation fees, and construction costs.	2/16/2023 11:25 AM
140	I think the focus should be less on building new affordable housing and dealing with the Air BnB issue. If this issue is corrected then the housing issue should settle out by itself.	2/16/2023 11:09 AM
141	Is Placer county aware of large outside corps moving in and monopolizing our workforce? From a midsize construction company 25+ yrs, we're encountering more workforce being enticed by large construction co offering salaries we can't compete with. Growing concern of long-term residents/bus owners being put out of business.	2/16/2023 11:01 AM
142	Enforcement of chain and tire requirements. People with 4 wheel drive and bad tires are everywhere and they are making the roads very unsafe. I drive over dollar hill daily and it is unbelievable where and how people are getting stuck. There are no repercussions so people keep doing it. One day they are going to kill me. Seriously.	2/16/2023 11:01 AM
143	Tourism mitigation through education, ambassador programs, visitor centers with educational content, etc.	2/16/2023 11:01 AM
144	Fire Protection and Evacuations	2/16/2023 10:59 AM
145	Cut back on BNB's. They have ruined the Tahoe experience. & Tahoe in general.	2/16/2023 10:58 AM
146	RE: #31 - BOTH. You've had ample time to procure the site on dollar hill for affordable housing but SUP Gustavson has capitulated to her white wealthy NIMBY neighbors up there. This town needs to have a moment of reckoning re: housing. Affordable housing, which everyone clamors for, has to be built somewhere. Same goes for redeveloping the blighted properties in KB.. It's insane that it's been nearly 10 yrs since the La Lima proposal and there's still barriers to entry because some people disagree with what should be done on private property. As far as traffic control goes: everyone and their mother has figured out that the problem with traffic congestion in KB, TC and elsewhere is pedestrian traffic crossing HWY 28. Pedestrians flow through multiple x-walks without having to queue up and wait for a group to cross, you know... like at a stoplight. Which is why you should have pedestrian stoplights at all the crosswalks.. Cities all over have been using these flashing lights for years. Have them sync together and flash at the same time. The roundabout in KB is the worst where there are x-walks on either side of the roundabout in addition to the x-walk at deer street - neither has a queue system. FIX THIS.	2/16/2023 10:58 AM
147	Build apartments is the key,as purchasing affordable housing at Tahoe is not realistic .	2/16/2023 10:50 AM
148	Please do something to help North Tahoe. We can barely live here and function. Four lane road on 267 from 80 to Northstar. Four lane road on 89 from 80 to Palisades and Alpine Meadows. Have cross walk guards in Kings Beach in the summer, we cannot drive through town. My street which is Salmon is the Kings Beach by pass and all traffic comes through all day at 40 -45 MPH. Our kids and pets are not safe. Install OVERNIGHT parking for area resorts in Tahoe Vista and Kings Beach. There is NO OVERNIGHT PARKING! In the winter no one can park on the shoulder of the road. Stop tourists parking in our neighborhood, we have no where to park. We need to have the correct infastructure to handle tourism and we do not. Work Force	2/16/2023 10:43 AM

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housing should be included on any large build regardless of their business. We cannot keep inviting people to visit or live here when we cannot support what we already have. NORTH LAKE TAHOE IS GETTING LOVED TO DEATH!! DO SOMETHING ABOUT THIS!! WE MOVED HERE TO GET AWAY FROM THE RAT RACE!

149	More trash receptacles and dog poop bags in popular spots, a 3rd lane on 89 between Truckee and Palisades for public transportation or some sort of gondola/mono rail to get cars off the road, stop more development until we have the infrastructure to support more people (no more development, too many here already in peak seasons. It is degrading the natural beauty, the environment, and the reasons why I love it here)	2/16/2023 10:41 AM
150	Consider running shuttle buses from TC bus terminal to downtown TC on parade days, firework event days, concert days etc... With signs posted that the shuttle runs every 15 minutes starting an hour before the event starts and runs an hour after the event is done? Perhaps running a shuttle on Sat/Sun to TC beach would also help on parking. Same thing for Kings Beach, but not sure where the extra parking could come from, but both areas need more parking or shuttle options.	2/16/2023 10:38 AM
151	Placer County needs to make it easier and more affordable for new businesses to open in the North Lake Tahoe area.	2/16/2023 10:34 AM
152	I had lived in Truckee for 3 years and now Verdi for 5.5 years and have worked in Truckee all of those 8.5 years. Moved down the mountain as my wife and I could no longer afford the area. The traffic during holidays for the ski season and prime condition days have become unbearable. Those days take me 1.5 to 2 hours 1 way to go from Verdi to Northstar / Northstar to Verdi on the way home. These last three years are the worst I have seen it.	2/16/2023 10:33 AM
153	Protect the lake & natural environment!	2/16/2023 10:29 AM
154	Stop funding of improvements that attract more visitors.	2/16/2023 10:29 AM
155	they should work with local elected special district boards to gather history and input instead of relying on nonelected ntca board and county staff.	2/16/2023 10:28 AM
156	While building new workforce housing is probably an eventual necessity, Placer County should consider limiting the use of existing single-family homes as short-term rentals in favor of making those homes available to local workers looking to rent or purchase.	2/16/2023 10:27 AM
157	Consider taking on ownership of state highways 28, 267 and 89 south of Truckee so you can control traffic management and flow without Caltrans/CHP influence. Increase amount provided for local housing program to create actual incentive. Current amount is not financially feasible for most properties to deed restrict. Speed pace of development of Dollar Hill site- NIMBY's be damned!	2/16/2023 10:26 AM
158	Basin entry fee. The day visitor utilizes our amenities at no cost and leaves their trash behind. At least the overnight visitor pays TOT.	2/16/2023 10:25 AM
159	Limiting cars that can come into the basin. Limit ski area pass sales.	2/16/2023 10:01 AM
160	Educate tourist & visitors on how and why it is important to take care of Lake Tahoe. One of the hardest things to see and watch is how people who come here, most of them repeat visitors, treat our home with little to no respect. They act entitled. And I have seen some down right dangerous driving, on more than one occasion just in the last week, getting passed at night on a bend in the road, while the roads are icy. How do we educate and teach them to respect & take care? There is so much that needs attention and have honestly felt like Placer County is just now taking notice to these problems, we feel like we've been left alone to tackle all these problems ourselves while the county benefits from all the money Tahoe generates. I'm glad you are starting to take notice.	2/16/2023 9:39 AM
161	Wildlife crossings on the highway in key areas because we built a highway around wildlife's major water source, gondola transit system and third bus lane, rentals and homebuyer assistance (that question shouldn't be phrased as an either/or because it's not one or the other it's all), same with the priority on peak season or year-round visitor needs (obviously that was designed by someone who doesn't live here because again it's not one or the other, it's all - peak season impacts fulltime residents heavily), work with other jurisdictions like Truckee and Nevada County to put pressure on Vail and Alterra to implement paid parking and parking limitations to get more people on the bus, get One Tahoe entry fee back on the table, consider	2/16/2023 9:26 AM

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alternative funding systems like vacancy tax because freed up TOT isn't enough to fully fund our transportation, housing, and tourism mitigation needs.

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| 162 | Limit cars in Tahoe basin, put enhanced pedestrian crossings in kings beach, daily garbage collection in all public trash cans and out in more trash cans, pay for snow removal of sidewalks and bus stops you cheap skates, put in more sidewalks, get moving on the developments in kings beach - it's taking too long. | 2/16/2023 8:22 AM |
| 163 | Better maintenance of our town center including bus shelters. There is a lack of maintenance by the agencies responsible. | 2/16/2023 7:50 AM |
| 164 | They should focus much less on making Tahoe a tourist destination. Currently, there are many projects that benefit only those wealthy out of towners. There is no need to expand the bike path, there is not need to build a luxury hotel in Tahoe City. Instead, they need to focus on cracking down and controlling these tourist and their absolute disregard for anything. They litter and destroy and pollute. | 2/16/2023 7:03 AM |
| 165 | First, I believe that it would help our community if there was a better understanding of who did what, especially in NLT. For instance, how does Cal Trans intersect in all of these topics? Shouldn't CHP be required to provide crossing guards on a state highway like 89, especially on days like the Tahoe City Farmer's Market? Like many things in Tahoe, there are so many agencies and management groups that it hard to understand who to talk to when community issues arise. There should be a Venn Diagram that the NTCA creates showing this. For instance, the state of our main roads (89, 267, etc.) are in worse shape than I've seen in over 20 years. Who do you call about this? Placer? Cal Trans? What about the issue of berm-ing in local driveways instead of offering better plow service so that the community can thrive? The volume of trash and sand left in Tahoe City after the snow melts out? Give the community more of an outlet to express their concerns and frustrations, so that respective and responsible management groups can do a better job and learn about their shortcomings. Second, Placer County has never done enough to solve the issues at hand, which is another reason the North Shore should incorporate. This is especially offensive considering the tax and TOT dollars our communities create. As a local business owner, community member and someone who gives back to the community in a large way, the support of Placer County is embarrassing. Third, the ski resorts are not pulling their weight when it comes to solving winter traffic. Palisades Tahoe and Northstar, specifically, represent a massive economic stimulus to the local economy, but if we are honest, they also benefit the most - and as such cause the most traffic. Until there is a legitimate, incentivized and professional public transportation system, no one will get out of their cars - until they see the benefit and/or are forced to do so. Locals want to live their Tahoe lives and visitors came here in their vehicles, so why would they get out of them? Additionally, even if you do take TART or Connect, you're still subject to the same traffic congestion as if you were in your vehicle. Instead of being leaders in the community, these massive corporate ski hills aren't helping enough to proactively solve these issues. Fourth, given the current state of the post-Covid real estate market, it is unlikely that many locals will ever be able to purchase a home moving forward. Given that, there must be a play for densely built, affordable (not like the dressed up Truckee real estate plays) housing for the local work force AND local families. This should be two distinct product offerings to cater to the different user groups. As it stands, local businesses cannot find enough seasonal staff, positions which were traditionally filled by the "ski bum" type who wanted to come to enjoy the Tahoe lifestyle. Now, anyone in their 20s who wants to make a go at this core and foundational part of the community must get lucky to even find housing (and pay more than \$1,200 for a single room in a shared structure. Most of the younger community members who live here now know someone with a second home - but that reliance on affluent second home owners is untenable. The need for affordable housing is paramount to the long term health of this community. Keep the programs going that incentivize locals or second home owners to rent to full-time or at least seasonal folks, but until it is as economically rewarding to rent these (vs. a vacation rental), this problem will persist. We must find a way to support the middle class or the entire economic structure will fail. Fifth, stop painting tourism in a negative light. Instead, work to find solutions to these problems and integrate these visitors into the fabric of the community in a positive fashion. The old days are gone, the world's population is only growing, and the secret of this place is well known. As such people will always continue to visit our area, as they always have, but only in larger quantities. It is on the government and other partner organizations to find solutions to these problems. Jaded locals who want to have their slice of the pie and not share our lifestyle are ignorant and short-sighted. Solve the issues that make it win-win for all parties. Sixth, thank you for doing this. It's rare, if ever, that Placer asks for input - and even if they do (most relevant example is the old Tahoe City Firehouse = JOKE of a public process and our County Supervisor should be embarrassed for her behavior) they | 2/16/2023 6:37 AM |

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generally just end up doing what they want for the best self-serving needs of the county, not the community. We need more local representatives who understand the community needs - there has always been a disconnect between Auburn and the local community and until the power structure changes, there always will be. Please prove the community wrong about the long-standing notions of Placer County, the service they provide, and their ultimate motivations driving the decision making process.

166	The continued "over"development of ski resorts exacerbates the problems of traffic congestion, litter, limited affordable housing. Placer County Board of Supervisors must open their eyes to this reality and not the quick dollars the developments offer. We're on the brink of collapse of multiple infrastructure systems if these developments continue.	2/15/2023 11:23 PM
167	We need to find a way to draw winter visitors into tahoe city from the ski resorts. As a local business owner in tahoe city the more snow that's falls the fewer visitors we see in town yet the traffic through town is awful every weekend mornint	2/15/2023 8:06 PM
168	Limit STR's in residential local neighborhoods	2/15/2023 7:27 PM
169	How about car window stickers for full time East Placer County residents to get through hwy 89 and 267 - and first opportunity to park at resorts. Make tourists park in parking lots in TC and Truckee and using TART is mandatory for those without the resident sticker!!	2/15/2023 6:28 PM
170	far less STR's which might open up long term rentals for employee housing. lottery system with a limit of no more than 500, not 3,900!!! Reconsider and listen to the community regarding the Dollar Creek Project. Need more public outreach	2/15/2023 4:50 PM
171	Please educate our full-time community on the value of tourism and role it plays in the ecosystem. I hear a lot of hostile and disparaging comments about tourists, but if we want to live here, there is a co-dependency between the two. Without the symbiotic relationship, most businesses and much of the recreation we all enjoy here would be unsustainable. Just my 2 cents.	2/15/2023 4:36 PM
172	Promoting the current programs to visitor channels. Lease to Locals going through Gotahoenorth newsletters etc that may go to second homeowners.	2/15/2023 4:17 PM
173	Yes, property owners should be held accountable for maintaining the buildings that they own. Not just simply collecting rent from local business owners - they should have to update buildings and properties to be more safe and efficient	2/15/2023 3:36 PM
174	Rent caps	2/15/2023 2:59 PM
175	Restrictions on the number of vehicles entering the basin on a daily basis	2/15/2023 1:37 PM
176	I noticed there are no questions here about creating more tourist lodging, such as short term rental condos, timeshares, hotels, or similar developments. This is telling; between the existing units, as well as STRs, it seems the region has plenty of this type of lodging, and new projects of this nature are explicitly not needed.	2/15/2023 1:28 PM
177	push tourist visitation mid week to help mitigate weekend traffic	2/15/2023 11:21 AM
178	Absolutely. Consider the quality of life for the current homeowners and hear their concerns!! We do not want to be south lake tahoe!! We do not want high rise condos/motels on our main streets and certainly not on our beaches!! We put a lot of time and effort into our commercial core project, including building parameters. Honor that project!!	2/15/2023 10:54 AM
179	Encourage and Increase safety, and options for non-vehicle transportation, like walking, biking, skating, scooting, etc...	2/15/2023 10:46 AM
180	Consider imposing fines on any business that creates traffic congestion on any local or state owned roadway.	2/14/2023 10:22 PM
181	A tourism destination will not succeed or satisfy tourism needs without sufficient affordable housing and employee housing at the local ski resorts. This should be a mandatory requirement before any master plans of any type of expansion for any ski resort public or private be allowed. Placer County should demand accountability and investment into current infrastructure needs by the ski resorts to help alleviate the pressure the community is feeling by the expansion of tourism. Public transportation and the expansion of TART connect to operate in the entire region and at all hours should be expanded for the safety and environment of all residents and tourists alike.	2/14/2023 12:53 PM

North Tahoe Community Priorities Survey

182	Stop waiting on doing large scale developments and buy small pieces of land and put dorms, studio apartments and other options up now. Work toward the larger developments for achievable housing but don't just work on 1 project - there should be 8 or 10 projects in the works at the same time. Work with the school district to build shared housing - old Rideout Elementary is a great spot. The county already has land in Kings Beach that should be earmarked for achievable housing and workforce (dorm/apartment) housing. Buy more land around Tahoe City for the same projects.	2/14/2023 12:45 PM
183	Mitigating traffic during high-use winter and summer periods - pay parking, frequent transportation from free parking lots, reservation system at ski areas (like Jackson Hole), priority to bus only 3rd lane on 89 and 267	2/14/2023 12:26 PM
184	Limit ski resort pass sales based on number of parking spaces, prevent new paved bike trail construction around the lake from impacting the environment, limit access to only locals in areas where tourists cut through for short cuts (Donner Pass Road in Truckee)	2/14/2023 11:47 AM
185	better collaboration with other agencies, Forest Service, Cal Trans CHP, TRPA, Regional Board to find solutions. It is apparent that agencies do NOT have a solid understanding of what the various agencies are doing.	2/14/2023 11:21 AM
186	The traffic is by far and away the most difficult aspect of commuting to the N.Tahoe region. All of your topics are relevant as someone who grew up in Tahoe City, but cannot afford to live here any more, housing is also a sore subject. I also feel it is very important to revisit the proposed Homewood development as it seems like their plans have drastically changed since they received their approval 10 years ago.	2/14/2023 11:11 AM
187	I live in Reno due to the housing market with square footage of home vs paying more for less square footage. I drive almost 2 hours plus a day to work in Tahoe and live in Reno. Should work on having some kind of program for locals.	2/14/2023 11:03 AM
188	The # of STR's impacts every single question you've asked on this survey, but is not explicitly asked in this survey.	2/14/2023 10:29 AM
189	too much day use without paying their share. Too many people sit on a beach with their home made lunch and enjoy their own lake toys. Need to capture everyone putting \$ into the pot to solve all these issues.	2/14/2023 10:14 AM
190	Whatever can be done legally to curb short term rentals.	2/14/2023 9:50 AM
191	Bringing more arts, culture, and less touristy restaurants for residents that are appealing and available year round, versus the touristy bad food that plagues the region.	2/14/2023 9:34 AM
192	Those agencies should develop a grant program for HOA's that generate property, sales, and TOT taxes but receive no benefit in return for fixing their privately owned and maintained roads and fire suppression infrastructure.	2/14/2023 9:23 AM
193	Eliminate or severely restrict short term rentals. Actually enforce the rules on short term rentals and have very severe penalties for violation. For example suspending STR license for even 1 violation and suspending indefinitely for 2 violations	2/14/2023 8:58 AM
194	We need to restrict short term rental permits. These are the cause of all of the problems we are having. They allow too many people to be here at the same time causing the traffic problems, long lines at the grocery store and general overcrowding, they restrict the amount of available housing for our workforce and full time residents, drive housing costs and rent up, have turned our neighborhoods into commercial hotel centers, and lead to trash everywhere. STR permit restriction should be a top priority.	2/14/2023 8:37 AM
195	i am sorry to say that this survey is really poorly written	2/10/2023 7:17 PM
196	Better management of STRs. There are too many, too close together in too many neighborhoods.	2/10/2023 3:23 PM
197	None come to mind at this time.	2/9/2023 11:05 AM
198	Somehow increasing the awareness of residents when and where town meetings are happening. Any public hearings introducing or deciding on these sorts of topics. I find it difficult to access these sorts of things. I own in Kings Beach but work in Truckee. Currently I'm more connected to those issues in Truckee due to Truckees outreach to the community, but I'm not voting for Truckee b/c it's a different county so I just lend my opinion. I'd love to know how to	2/9/2023 8:04 AM

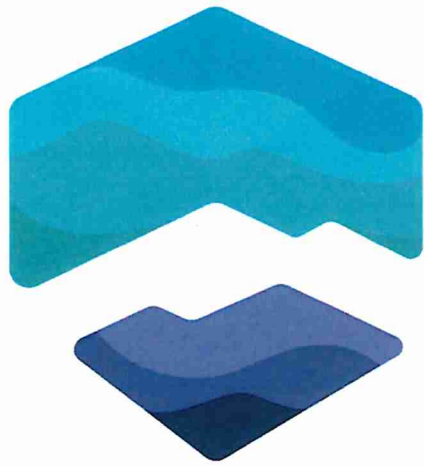
North Tahoe Community Priorities Survey

be more connected to decisions for Placer County but specifically to Kings Beach as a property owner and resident who contributes to KBs local economy. Please email me if y'all have the capacity any resources for me to be more in the know to my local area decision making. Catchaunicorn@gmail.com. I appreciate you all taking the time to create this survey and assess the data! Keep up the good work!

- | | | |
|-----|--|-------------------|
| 199 | Consider a frequent bussing system from Hwy 80 west of Boreal or Sugar Bowl with a large parking structure to keep traffic out of the Truckee area and basin. And/or get a train system running on the tracks from Eastern Sacramento area to Truckee and frequent TART busses to keep traffic out of these areas. This will help the environment and local traffic headaches. | 2/8/2023 5:14 PM |
| 200 | Infrastructure concerns are critical; North Lake Tahoe simply does not have the infrastructure, particularly roads, to support the planned development in Town and Village Centers, plus allowing duplexes, fourplexes and apartments in residential areas, such as the KB Grid. | 2/8/2023 4:56 PM |
| 201 | Temporary HOV/transit lanes during peak traffic times, especially in and out of Palisades Tahoe, Alpine Meadows and North Star. | 2/8/2023 3:20 PM |
| 202 | What about installing and building some sort of subway or monorail system? | 2/8/2023 2:35 PM |
| 203 | Recreation center for locals in kings beach | 2/8/2023 2:15 PM |
| 204 | Dump the well meaning but lame drone shows. Need more first time homebuyers programs. Less subsidized rentals for low income people. | 2/8/2023 1:55 PM |
| 205 | Tahoe continues to be driven solely by massive ski resorts and short-term rentals. Resorts need major seasonal employees, but do not offer housing which puts a major burden on year-round employee housing. Affordable housing that is offered has incredibly burdensome income requirements which are too low and result in payments outside of the mean income of the area. Programs which pay a portion of landlord incomes only incentivize keeping rents unmanageable high and outside of market rates. If you want to fix the housing problem and address long term housing issues, short term rentals must be ended and affordable housing built. This will both force income properties onto the market as rentals or sales and create additional housing opportunities. | 2/8/2023 1:39 PM |
| 206 | Running TART buses at the end of evening performances at Sand Harbor to free parking at the old elementary school in Incline Village | 2/8/2023 12:20 PM |
| 207 | I live in Incline Village but work in North Tahoe and Truckee. So I live in the area that is similarly impacted. The scariest issue is thoughts of evacuation during a fire. other suggestions: I think having more teeth to the traveler pledge, (like people can get a discount on something that is required) if they read and take the pledge may help. More robust free transportation like a scenic trolley system might be special and encourage people to ride it. I think anything to restrict tourism abuse is key for local residents, so I like the parking permit ideas, also deed restrictions on homes for local workers, building more affordable workforce housing, and more limits and control on 2nd home owners buying up more property to turn them into Air B n B's. This continues to eliminate housing stock for locals and affect quality of life. If you do paid parking that is great but locals who live/work in the area should not have to pay to park in downtown (maybe locals sticker permit based on utility bills or something) or should get 1-2 hours of free parking with a sticker so if they have to run an errand or pick up something they are not penalized. I actually think Tahoe might eventually consider charging a fee to get into the basin. Tahoe was put on the "Do Not Visit" list of destinations and that is accurate! Its being "loved to death" by people with little concern for the health and wellbeing of the areas, people live close enough and want what they want, and don't mind bringing traffic to a standstill. Maybe charge Basin Fee and put booths in Tahoe City/KB to take advantage of the impacts of day tourism by having a Basin Fee. Can buy in advance online and print out. So much day trippers from Reno/Sac and Sierra Foothills that wasn't here in 1994 when I moved up is really impacting quality of life. Also may want to look at reservations and timed entry eventually at the big sites. We deal alot with traffic at Sand Harbor and people illegally parking on hwy 28. Ive seen people blocking the road to go sledding up at Mt. Rose and on 28 and 50 on east shore without concern. Very dangerous and once someone starts parking illegally, everyone else thinks they will get away with it, so they just do it, so we need more parking and use restrictions and enforcement of the restrictions. Also it is an extremely poor idea to try to eliminate the shoulder season with more tourism promotion. Stop promoting tourism. Its enough already. Put your promotion money in quality of life and safety of the community and environment. | 2/8/2023 11:43 AM |

North Tahoe Community Priorities Survey

208	Please include our unhoused neighbors and under-housed neighbors (living in cars, unheated and / or over crowded spaces) in the priorities of housing.	2/8/2023 11:27 AM
209	Support for our unhoused neighbors with permanent funding, staffing, and a location for integrated, wrap-around services in North Tahoe/Truckee.	2/8/2023 10:38 AM
210	this survey seems very "housing" heavy...there are other issues to be addressed as well. Nothing in the survey (that I see) relates to incentivizing developers or strategies for public/private partnerships	2/8/2023 10:08 AM



NTCA

Community ▶ Sustainability ▶ Prosperity

**Regional snow + travel messaging recap
March 2023**

The Need

Communicate what happened:

- The Tahoe region just experienced a blizzard that buried the area in over 100 inches of snow in just a few days.
- There are major snow-related challenges impacting our entire community and everyone is focused on clearing snow, getting back open and getting ready for the next major storm arriving this weekend.
- We want visitors to be aware of what the reality of the current situation is, what to expect, and how to be prepared before traveling here.

And what we are experiencing:

- Limited, reduced roadways, including one-lane roads and traffic visibility blocked by the height of snowbanks and berms, both in neighborhoods and on major roadways throughout the region.
- Low inventory of supplies including groceries and fuel.
- Residential and commercial building roofs are being impacted by heavy snow, significant ice dams and shedding snow.
- Most backcountry areas are under an avalanche warning.
- Local schools have been closed, and residents have been challenged or unable to get to work due to hazardous driving conditions.



The Actions + Deliverables

- A meeting was convened with agencies and ski areas to discuss regional impacts and coordinated communications.
- Spearheaded by the North Tahoe Community Alliance (NTCA) and Ski California, regional messaging was developed. Feedback from agency partners and resorts was incorporated and a final document was delivered in less than 24 hours.
- At the suggestion of one of the ski areas, the NTCA quickly arranged a photographer to capture images that reflected the current situation (i.e. empty grocery store shelves, unplowed roads and driveways, signs indicating 'no fuel' at local gas stations, etc.) that could be used rights-free by all agencies and resorts.
- Ski areas and community partners leveraged the coordinated regional messages and imagery to communicate with those who may have been considering travel through their owned and earned channels (i.e. social media, print and TV interviews, etc.) about the conditions, what to expect and how to prepare before traveling to the region.



Participating Agencies and Resorts

Boreal
Mountain
Resort

Northstar
California

Palisades
Tahoe

Sugar Bowl
Resort

Tahoe Donner
Association

Ski California

North Tahoe
Community
Alliance

Nevada
County

Placer County

Town of
Truckee

Visit Truckee-
Tahoe



Coordinated Regional Messaging

If you choose to travel here, be prepared and expect to:

- **Bring extra** clothes, food and water in your car, and have a place to stay if roads close and you can't get home.
- Complete **grocery shopping** before you get here.
- **Have enough gas** in your car to get here and return home safely.
- **Be patient**, drive slow, carpool and travel during off-peak times if you can, and make sure your vehicle has 4WD or chains and good tires.
- Only **park in designated areas** and anticipate reduced parking lot sizes – our entire region is running out of places to store snow.
- **Anticipate congestion and extended delays** on I-80, SR-267 and SR-89 and for resort parking lots to fill quickly.
- **Be aware of your surroundings** and avoid playing or walking under roofs loaded with snow.
- **Be kind and respectful.** People have been working around the clock to get roads, resorts and services open and there's still a tremendous amount of work to do. They are exhausted.
- **Plan** for the next storm, which is expected to bring multiple feet of snow over the weekend. It could keep you here longer than you planned.

Plan ahead, check road and weather conditions often, be prepared for winter conditions both on the drive and upon arrival, and expect everything to be a little – or a lot – slower than normal.

Ski Area Communications Examples

palsidestahoe @ig_mansions • @ig_mansions

palsidestahoe We received another 15" of snow over the last 24 hours, but due to VERY high winds, all our upper mountain lifts are off the schedule for today.

Before packing up the car, please remember that Tahoe is BURIED right now. Driving conditions are hazardous and travel will be difficult or impossible at times. Download the CalTrans QuickMap app BEFORE leaving for the most up-to-date highways statuses.

Video: @hunterlamer

#PalsidesTahoe #Tahoe #snow #powder #blizzard

brett_jarnagin Tesla and Subaru owners only see this as a challenge
25m • 10 likes • Reply

tahoepilot Fire up the Tesla and head for the ski hill
1h • 20 likes • Reply

taaydd Thanks for the great updates and I also applaud Palsides for telling it like it really is. Tahoe is BURIED. Think Donner Party folks. Getting caught in your car is no joke right now and it stresses Cal Trans and all the folks up there that are trying their hardest to keep things running, even when it's beyond cuckoo outside. Hats off to Palsides and ALL their employees who are attempting to get the mountains not only open, but safe. 🙏🙏🙏
47m • 11 likes • Reply

mustangray68 I don't think anybody's gonna be coming up to visit anytime soon Highway 80 is closed from Colfax and
1 HOUR AGO

2,815 others Liked by johnsegale and 2,815 others

1 HOUR AGO

Add a comment...



northstar_california

northstar_california SUNDAY 3/5 OPERATIONS UPDATE

As predicted, this storm came in strong and is expected to continue through tomorrow. Our community has very limited to no access to roads, and as a result Northstar will remain closed today. For additional perspective, Placer County has issued a State of Emergency.

Please show our teams and local agencies patience as we all work together on recovery efforts throughout the coming days. The teams who could make it in safely will be focused on digging out... again.

This is literally a historic winter: the snowiest October - February since 1970, before Northstar's inception. We're working on opening so you can enjoy all this snow, but this takes time to do so safely.

Continue to check Caltrans for road conditions as well as @chp_truckee, and take their advice seriously. Follow our Mountain Ops Twitter (@northstarmin) for on-mountain more updates.

1 HOUR AGO

awesternexposure thanks ops, stay safe out there we know its a tough call to make
1h • 8 likes • Reply

henriette555 Appreciate the staffs hard work. ❤️
1h • 3 likes • Reply

susanklove Thanks guys , you're doing an awesome job 🙏
Much appreciated again
1h • 2 likes • Reply

fivezerofour So glad the resorts are doing this today. It's
1 HOUR AGO

1,513 others Liked by run.farther and 1,513 others

1 HOUR AGO

Add a comment...



palisadestahoe Palisades Tahoe

In the past 8 days, we have received more than 140 inches of snow on our upper mountains. That's 12 feet. We are BURIED in every sense of the word after one of the most intense storm cycles in recent memory – and more snow is on the way. There are significant challenges that come with digging out from a storm like this one, not just on our mountains but also on our roadways and in our local towns, if you love the Tahoe area as we do, we need you to plan your travel accordingly before coming up. We want you to be aware of the reality of the current situation so that you can know what to expect and be prepared:

- Check the weather and road conditions before leaving for Lake Tahoe. The CalTrans QuickMap app is a great resource for checking highway status.
- Get fuel and groceries BEFORE you come up to the mountains. We are low on supplies as many trucks have not been able to get through.
- Bring a bag of supplies in your car with you. Road closures can be frequent during storm cycles, so you will want to have water, blankets, and food ready to go.
- Please be patient. There will be delays as our region recovers from this massive weather event. The operators working to clear roads and get us open again deserve your kindness and understanding.

For more information on what to expect with the incoming weather, please read our latest Operations Blog. [Link in bio-stories.]

dhoyer 22 likes · Reply

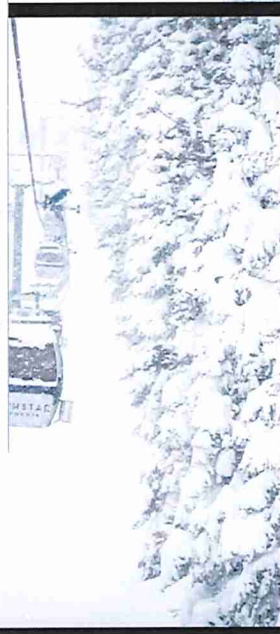
graceweber Or don't come 24 · 74 likes · Reply

blissabsolute Or how about change your plans for the world.? Like don't go come up.

Liked by **tahoetracy** and 14,582 others

7 photos · video

Add a comment.



northstar_california Weather Alert

Another storm is heading our way – it's forecasted to begin this Saturday and continue into next week. We'll see heavy snow Saturday afternoon through Monday morning (with the possibility of another 3+ foot of snow), and high winds that will create low visibility/windout conditions. These intense storms not only impact our resorts, but it impacts our local communities too.

We know you're all eager to get after it, but we ask that you evaluate conditions and do your homework first. We expect travel to be difficult throughout the weekend with extra snow adding congestion to already limited roadways from the past storm, and it very well may keep you here longer than expected. We can't emphasize enough how important it is to:

- Check Caltrans road conditions before heading our way, should you choose to travel
- Ensure your vehicle is equipped for winter driving (4WD with snow tires and chains) and allow lots of extra time for travel
- Bring a shovel and brush to unbury your vehicle
- Only park in designated areas and anticipate reduced parking lot sizes – our entire region is running out of places to store snow
- Stock up on gas and groceries before you get here, and make sure to pack plenty of snacks and water for that added time in the car.

Deep Snow Safety is at the top of our team's mind given our current conditions. Steering clear of tree wells, sking/riding with a buddy, and staying within open terrain is EXTREMELY important, especially as visibility becomes limited. If you do decide to join us this weekend, please take a minute to review the (CS&C)California Deep Snow Safety guide (link in bio) to prepare yourself for your time on the mountain.

With this storm, we may see delays in our operations. Stay in the know with all-things Northstar ops by following our Mtn Updates Twitter (@northstarmtn) and keeping an eye out on our "Ops This Week" story highlight on our profile.

We appreciate your patience as our resorts and community work through this together. And you know we gotta say it: have fun and be safe!

Liked by **luigithecrusher** and 4,020 others

7 photos · video

Add a comment.



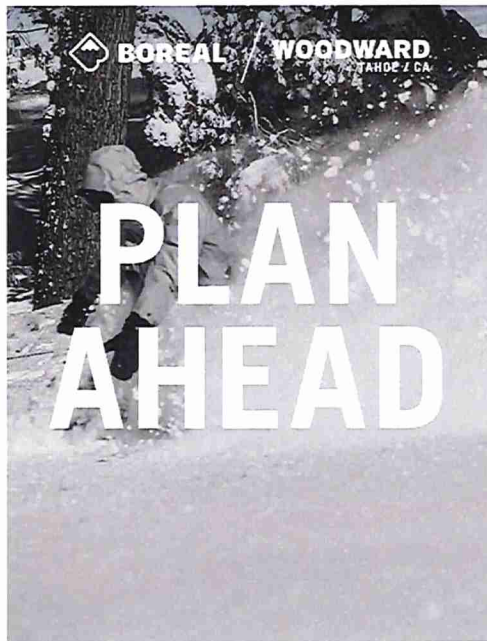
TahoeDinnerAssociation

TahoeDinnerAssociation Summit Ski Resort • Snowplay closed – Due to extreme weather and hazardous road conditions, the Tahoe Donner Summit Ski Resort and Snowplay will be closed today, March 5, and the most updated information on our Blog through the link in our bio.

Thaduduknow Wine more

Liked by **shy209** and 65 others

Add a comment.



541" & COUNTING

The Tahoe region just experienced a blizzard that buried the area in over 147 inches of snow in just seven days. Here are a few helpful tips for your next trip to the mountain:

- Bring extra clothes, food, and water in your car, and have a place to stay if roads close and you can't get home.
- Complete grocery shopping before you get here.

541" & COUNTING

The Tahoe region just experienced a blizzard that buried the area in over 147 inches of snow in just seven days. Here are a few helpful tips for your next trip to the mountain:

- Bring extra clothes, food, and water in your car, and have a place to stay if roads close and you can't get home.
 - Complete grocery shopping before you get here.
- Have enough gas in your car to get here and return home safely.
- Be patient, drive slow, carpool and travel during off-peak times if you can, and make sure your vehicle has 4WD or chains and good tires.
- Only park in designated areas and anticipate reduced parking lot sizes – our entire region is running out of places to store snow.
- Be aware of your surroundings and avoid playing or walking under roofs loaded with snow.
 - Be kind and respectful. People have been working around the clock to get roads, resorts and services open and there's still a tremendous amount of work to do.
 - Plan for the next storm, which is expected to bring multiple feet of snow over the weekend. It could keep you here longer than you planned.

Plan ahead, check road and weather conditions often, be prepared for winter conditions both on the drive and upon arrival, and expect everything to be a little slower than normal.

[FOR ROAD CONDITIONS CLICK HERE](#)

Press Interview Examples

KCBA (FOX) +
KION (CW)

KTVU (FOX)
San Francisco

KRXI (FOX)
Sacramento

KTVU (FOX)
San Francisco

KTVU (FOX)
San Francisco

KTKE Radio
Real-time
Updates

KCRA (NBC)
Sacramento

San Francisco
Chronicle

ABC7 San
Francisco

Tahoe Daily
Tribune



Palisades Tahoe specific actions

Web:

- Blog: Leveraging photography captured by the NTCA and regional messaging: [“Tahoe Region Recovers From Winter Storm Olive”](#)
- Blog: Created a blog recapping [“Planning for Snowy Weekend Ahead”](#). Used this as the foundation of our communications.
- Storm alert bar enabled throughout the weekend informing users of dynamic conditions

Email:

- [Sent to +304k contacts on Friday, 3/3](#)
- Disabled powder alerts

Social:

- Thursday messaging across all channels on [Instagram](#), [Facebook](#) & [Twitter](#)
- Friday messaging across all channels on [Instagram](#), [Facebook](#)
- Sunday messaging across all channels on [Instagram](#), [Facebook](#) & [Twitter](#)
- Impressions: 319k
- Engagements: 23.5k
- Engagement rate: 7.4%

App:

- Storm alert bar enabled throughout the weekend informing users of dynamic conditions
- Utilized push notifications to users in area to inform them of dynamic conditions



Vail Resorts (Northstar, Heavenly, Kirkwood) specific actions

Northstar

- [March 3 Instagram Post](#)
- [March 3 Facebook Post](#)
- [March 5 Morning Instagram Post](#)
- [March 5 Morning Facebook Post](#)
- [March 5 Afternoon Instagram Post](#)
- [March 5 Afternoon Facebook Post](#)
- [March 6 Morning Instagram Post](#)
- [March 6 Morning Facebook Post](#)
- Ongoing [“Ops This Week”](#) Instagram story updates

Heavenly

- [March 3 Instagram Post](#)
- [March 3 Facebook Post](#)
- [March 3 Twitter Post](#)
- [March 5 Instagram Post](#)
- [March 5 Facebook Post](#)
- [March 5 Twitter Post](#)
- [Instagram Highlights](#)
- KBYG stories (Instagram and Facebook)

Kirkwood

- [March 3 Instagram Post](#)
- [March 3 Facebook Post](#)
- [March 3 Tweet](#)
- KBYG stories (Instagram and Facebook)

Northstar



Weather Alert
Another storm is coming. We'll see heavy snow Saturday afternoon through Monday morning and high winds that will create low visibility, whiteout conditions.

WEATHER FORECAST

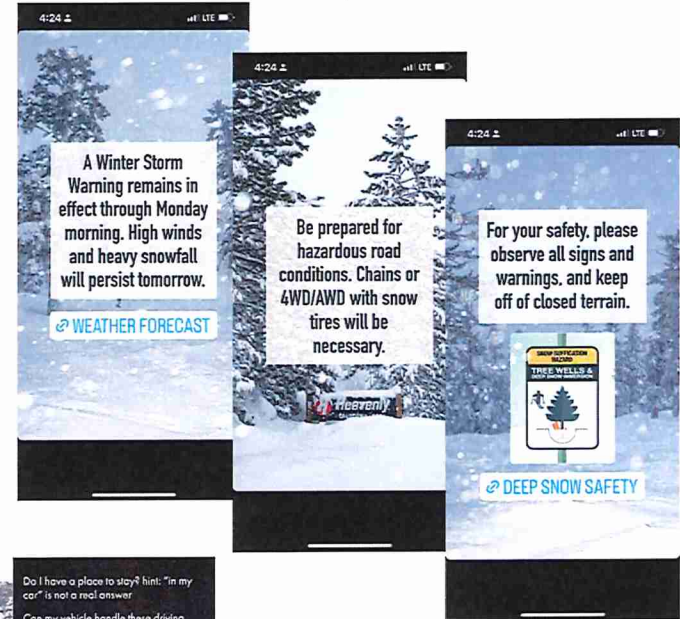
Travel
Travel will be slow and difficult as new snow and more people heading to the Basin adds congestion to roadways. Ensure your vehicle is 4WD and carry chains, and pack extra snacks and water for your trip. Check Caltrans road conditions before making your way here.

CALTRANS ROAD INFO

Safety
Deep Snow Safety is extremely important in our current conditions. Stay away from tree wells and ALWAYS ski/ride with a buddy. Review the @skicalifornia Deep Snow Safety guide to prepare for your time on the mountain.

DEEP SNOW SAFETY GUIDE

Heavenly

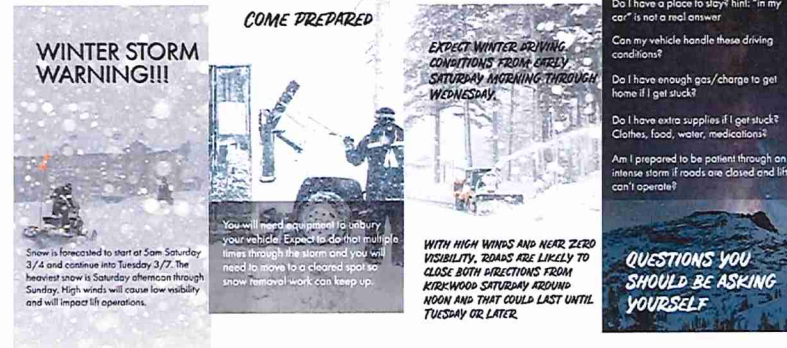


WEATHER FORECAST
A Winter Storm Warning remains in effect through Monday morning. High winds and heavy snowfall will persist tomorrow.

DEEP SNOW SAFETY
Be prepared for hazardous road conditions. Chains or 4WD/AWD with snow tires will be necessary.

DEEP SNOW SAFETY
For your safety, please observe all signs and warnings, and keep off of closed terrain.

Kirkwood



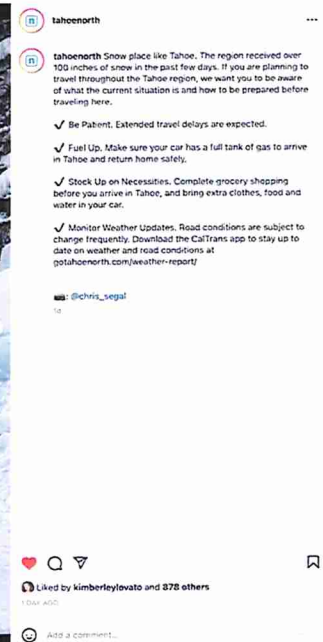
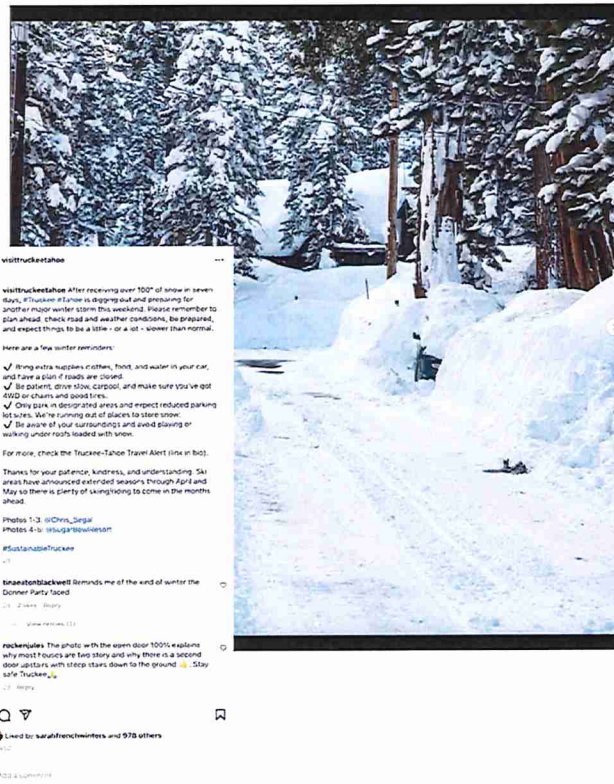
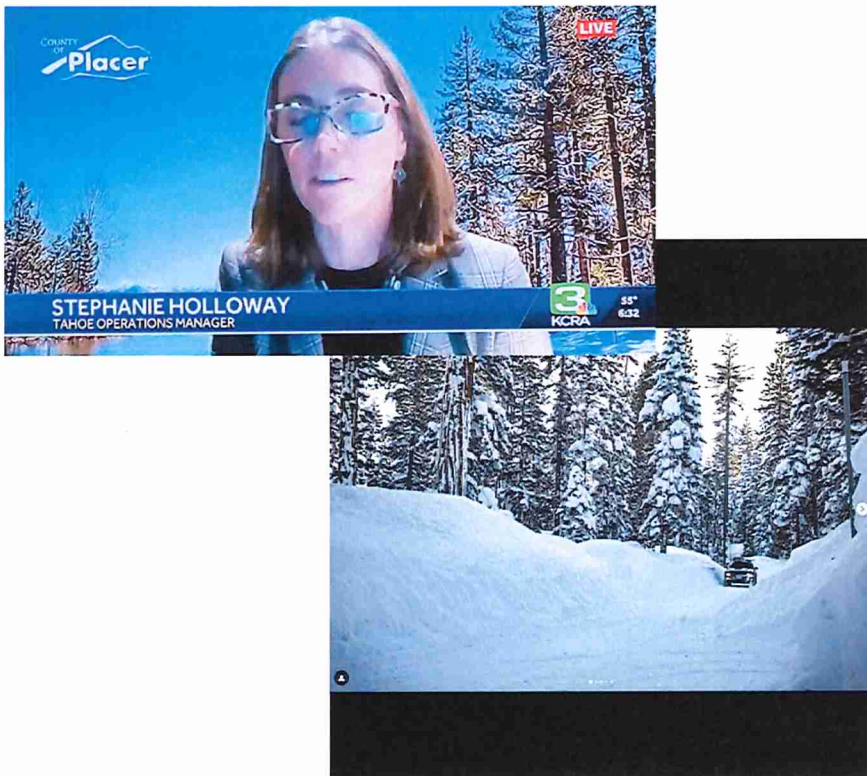
WINTER STORM WARNING!!!
Snow is forecasted to start at 5am Saturday 3/4 and continue into Tuesday 3/7. The heaviest snow is Saturday afternoon through Sunday. High winds will cause low visibility and will impact lift operations.

COME PREPARED
You will need equipment to bury your vehicle. Expect to do that multiple times through the storm and you will need to move to a cleared spot so snow removal work can keep up.

EXPECT WINTER DRIVING CONDITIONS FROM EARLY SATURDAY MORNING THROUGH WEDNESDAY
WITH HIGH WINDS AND NEAR ZERO VISIBILITY, ROADS ARE LIKELY TO CLOSE BOTH DIRECTIONS FROM KIRKWOOD SATURDAY AROUND NOON AND THAT COULD LAST UNTIL TUESDAY OR LATER.

QUESTIONS YOU SHOULD BE ASKING YOURSELF
Do I have a place to stay? Hint: "in my car" is not a real answer.
Can my vehicle handle these driving conditions?
Do I have enough gas/charge to get home if I get stuck?
Do I have extra supplies if I get stuck? Clothes, food, water, medications?
Am I prepared to be patient through an intense storm if roads are closed and lifts can't operate?

Agency Communications Examples



3:38  65%

< **Town of Truckee**
76993
Text Mar 3

BE PREPARED - Another major storm will start Saturday through Monday, with multiple feet of snow in the forecast.

Heavy snow & gusty winds will bring hazardous driving conditions & travel is highly discouraged.

Public Works have been working to clear & widen streets, but neighborhood roads remain narrow & more heavy snow could impact snow removal operations. Roads may be impassable!

Have a plan for your safety & the safety of any guests in your home. Be prepared with sufficient supplies & prepare your home: monitor snow loads, & ensure chimneys, gas lines & vent systems are not blocked.

Please do NOT park on the streets so that snow removal can proceed.

?? Follow our Town of Truckee social media for updated information.

 Copy text
 Share
 More

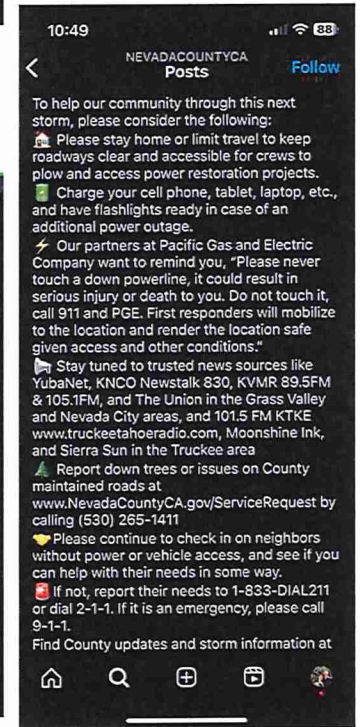
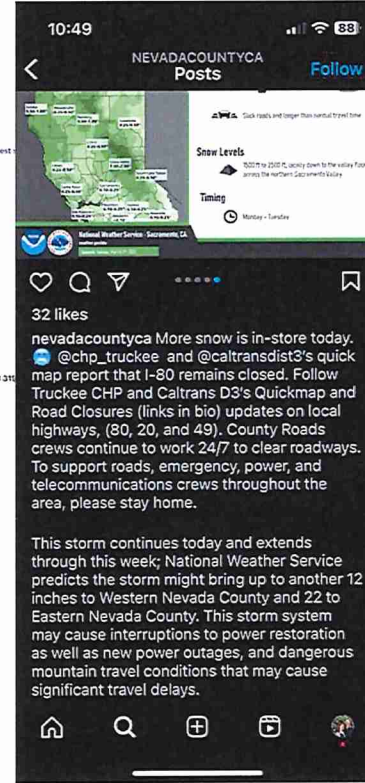
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tahoerth
As snow covers the region, we encourage everyone to take proper safety measures. Plan ahead, check road and weather conditions often, be prepared for winter conditions both on the drive and upon arrival and expect everything to be slower than normal.
Stay up to date with weather updates here: go.tahoerth.com/weather-report/

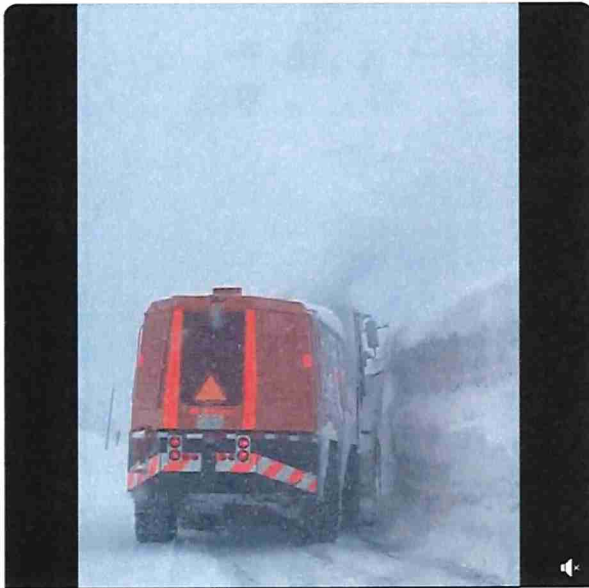
@chris_siegel
jstgram beautiful
marydavis1950
marydavis1950
Travel_sly Enjoying the best

32 likes
nevadacountyca More snow is in-store today. @chp_truckee and @caltransdist3's quick map report that I-80 remains closed. Follow Truckee CHP and Caltrans D3's Quickmap and Road Closures (links in bio) updates on local highways, (80, 20, and 49). County Roads crews continue to work 24/7 to clear roadways. To support roads, emergency, power, and telecommunications crews throughout the area, please stay home.
Liked by kimberlyowata and 31 others
Public comment



VISIT TRUCKEE TAHOE

VT Visit Truckee, California
March 5 at 6:10 PM



CHP - Truckee
March 5 at 5:54 PM

!! UPDATE !! (3/05/23 5:55pm)

I-80 remains closed eastbound at Alta and westbound at the Nevada State line. Caltrans crews have been working HARD day and night ... See more

VT Visit Truckee, California
March 2 at 1:16 PM

After receiving over 100" of snow in seven days, #Truckee #Tahoe is digging out and prepa for another major winter storm this weekend. Please remember to plan ahead, check road & weather conditions, be prepared, and expect things to be a little - or a lot - slower than nor Here are a few winter reminders:

- ✓ Bring extra supplies clothes, food, and water in your car, and have a plan if roads are closed.
- ✓ Be patient, drive slow, carpool, and make sure you've got 4WD or chains and good tires
- ✓ Only park in designated areas and expect reduced parking lot sizes. We're running out c places to store snow!
- ✓ Be aware of your surroundings and avoid playing or walking under roofs loaded with sn

For more, check the Truckee-Tahoe Travel Alert www.visittruckeetahoe.com/travelalert

Thanks for your patience, kindness, and understanding. Ski areas have announced extende seasons through April and May so there is plenty of skiing/riding to come!

Photos 1-3: Chris Segal
Photos 4-5: Sugar Bowl Resort

#SustainableTruckee



VT Visit Truckee, California
March 6 at 8:58 AM



CHP - Truckee
March 6 at 5:58 AM

CHAIN CONTROL UPDATE (3/06/23 7:00am)

- I-80 over Donner Summit is open in both directions to ALL vehicles with R2 restrictions.
- I-80 is R2 from Alta to the Nevada state line.
- SR-267 is R2 from Northstar to Kings Beach.
- SR-89 is R2 from Truckee to Tahoe City.
- SR-28 is R2 from Tahoe City to Kings Beach.
- Trucks are at maximum restrictions.

*For updates on road conditions visit: <https://roads.dot.ca.gov/roadscell.php> and <https://quickmap.dot.ca.gov>

Truckee-Tahoe Travel Alert

March 13, 2023

WINTER STORM WARNING UNTIL MARCH 15TH & FLOOD WATCH MARCH 14-15TH

More winter storms this week, trending warmer and heavier. Snow level is around 6,500 ft, so areas below that may see a mix of snow and rain. Break out your waterproof layers this week! To check highway status near Truckee, go to roads.dot.ca.gov/roadscell.php and enter "80" or call 1-800-427-7623 for current conditions.

Reminder: Severe winter weather continues this week. Please review and understand your lodging cancellation terms ahead of your visit to Truckee. For peace of mind, purchase trip insurance.

Truckee Weather, Roads & Ski Area Webcams

Check for highway chain control, view Truckee's real time weather, view National Weather Service alerts, check ski area & live traffic cams, get highway information, and more on our [Weather, Roads, Cams page](#).

Winter Driving Tips & Visitor's Guide to Power Outages & Weekend Traffic

Be prepared for a winter visit to Truckee-Tahoe by reading these guides about winter driving, winter traffic, and winter power outages.

- [Winter Driving Tips from Caltrans District 3](#)
- [Visitor's Guide to Winter Power Outages](#)
- [Visitor's Guide to Weekend Traffic](#)

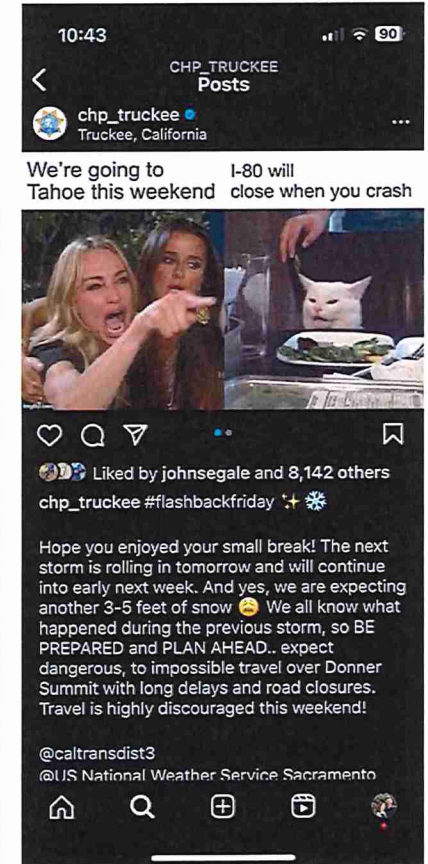
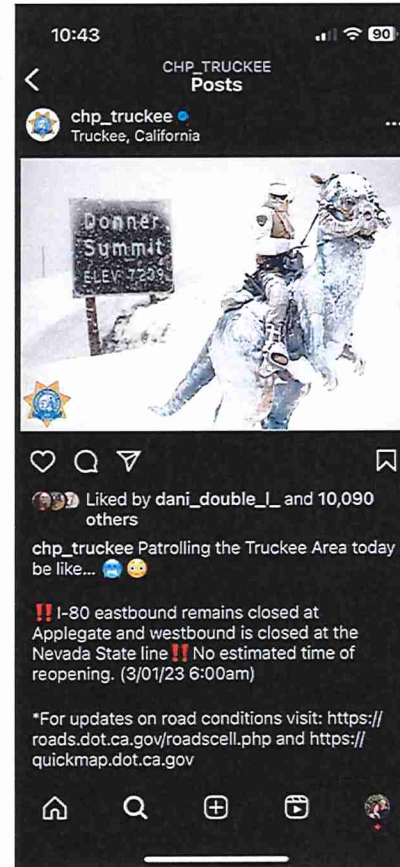
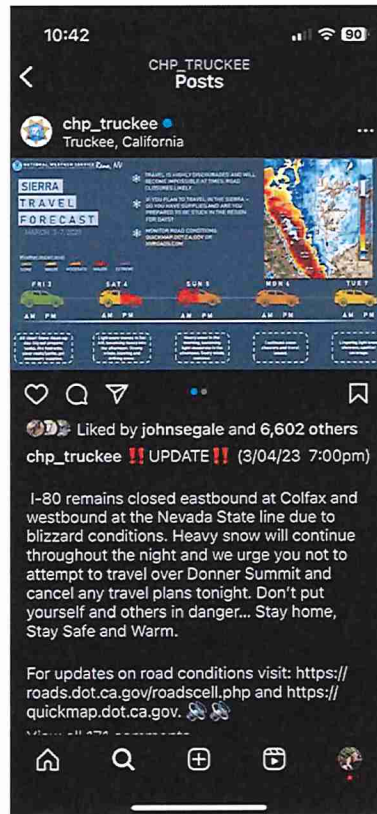
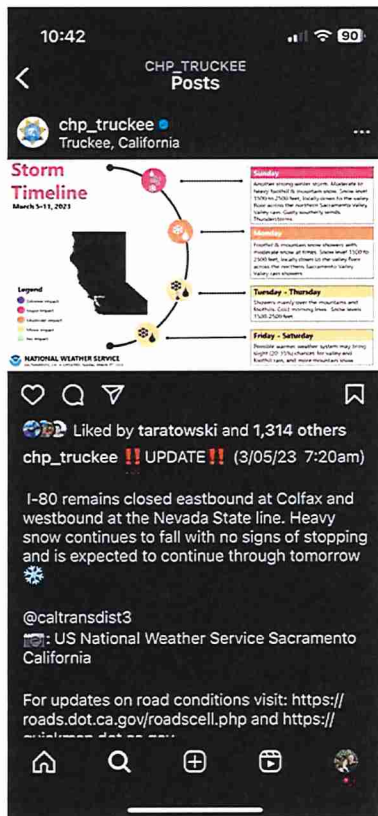
Heads Up Locals – Do You Need Help?

- [Town of Truckee's Winter Services page](#) for information on snowplows, poles, berms, requesting services, etc.
- [Request Truckee to report issues](#) with flooding or drainage during or after the storm.
- [211 Connecting Point's Winter Weather Resources page](#) for information regarding immediate needs, outages, alerts, shelters, and more.
- [Ready Nevada County Winter Preparedness page](#) for information on emergency kits, weather, and roads.
- Dial 211 for non-emergency, non life-threatening needs. Dial 911 for emergencies.

Where's My Plow?

Watch Truckee's plows in real time as they perform snow removal during and after winter storms. This tool makes it easy to find out when Truckee's streets and [scenic paved paths](#) were cleared of snow. [Where's My Plow - View Interactive Map](#).

CHP Truckee





CalTrans

Caltrans District 3 Retweeted

Placer County @PlacerCA · Mar 5

The Ready Placer Dashboard is your one-stop for news and information about incidents, power outages road conditions and more in Placer County. Bookmark Ready Placer on your smartphone and computer for quick access. placer.ca.gov/readyplacerdash #PlacerCounty #CA #BePrepared



11 | GIF

8 12 12K

Caltrans District 3 @CaltransDist3 · Mar 4

Snow is falling faster than our snowplows can clear the highways. Check out what's happening now at the Highways 267/28 junction in Kings Beach. @TahoeWeather @nevadadot @PlacerCA @CaltransHQ



0:08 18.2K views

11 44 248 54.1K

Caltrans District 3 Retweeted

Caltrans District 4 @CaltransD4 · Mar 2

Another STRONG WINTER STORM will bring heavy snow in the mountain areas with dangerous to impossible travel impacts, along with widespread rain & gusty winds this weekend. MOUNTAIN TRAVEL IS HIGHLY DISCOURAGED Visit Caltrans Quickmap quickmap.dot.ca.gov



Caltrans HQ and 5 others

24 41 18.4K

Caltrans District 3 @CaltransDist3 · Mar 2

I-80 Sierra motorists should be alert for narrow lanes due to snow buildup on the shoulders & center medians. Crews continue snow removal operations. @CHP_HQ @CaltransHQ @nevadadot



0:03 10.1K views

4 22 133 26.9K

Caltrans District 3

Caltrans District 3 @CaltransDist3 · Mar 4

This sign across from @pailsadestahoe on Highway 89 in @PlacerCA is almost completely covered in snow. The top is about 10 feet! Difficult driving conditions today into Sunday. Heavy snow and high winds. Stay safe and stay indoors. @CHPTruckee



2 19 58 17.7K

Caltrans District 3

Caltrans District 3 @CaltransDist3 · Mar 4

Chain controls in effect on I-80, US 50 & other state routes in the Sierra & Tahoe Basin. If you must travel this weekend, take it slow driving on snowy & icy roadways. CC speed limit is 30 mph on I-80 & 25 mph on US 50 & other rural state routes. @CHP_HQ @CaltransHQ @nevadadot



2 17 38 17.8K



Placer County Placer Ready Update

Full text: ***Significant snowfall creating delays and shortages for Tahoe region***

Tahoe is buried in snow with approximately 100 inches of new snowfall in the region over the last seven days. County road crews and emergency personnel have been hard at work clearing snow and responding to calls for assistance. Please be advised that many roadways may still be one-lane in width with snow-berms along roadways potentially blocking traffic visibility. Residential roofs are shedding snow and most portions of the backcountry are under an avalanche warning.

If you make the choice to visit the North Tahoe region, please be patient. The region has been cut off from supply shipments for several days, which means fuel is low and groceries supplies are limited. We are advising visitors to bring their own emergency supplies and additional fuel to ensure they are prepared for a worst-case scenario.

Please be kind to others on the road. Understand that your journey will take you much longer than normal. We have many emergency vehicles working overtime to remove snow and clear the roads but the amount of accumulated snow is significant and delays are likely. Our road crews, first responders and others have worked tirelessly to keep everyone in the region safe and more snowfall is predicted in the coming week.

Another snowstorm is forecast this weekend so expect further travel delays and potential roadway closures and regional roadways. Please make sure to visit our ReadyPlacer Dashboard for up-to-date road conditions and weather advisories. www.placer.ca.gov/ReadyPlacerDash



Thank you

BACKGROUND

It's important for community members and visitors to understand that all of the ski areas in North Lake Tahoe have been collaborative partners in efforts to communicate about regional impacts and how travelers can come prepared as a result of this year's historic snowfall.

The following talking points are meant to be used to help understand the ski areas' proactive, collaborative involvement in regional communications efforts.

TALKING POINTS

- The ski areas in North Lake Tahoe have been highly collaborative in the development and sharing of coordinated messaging related to snow, regional impacts, what to expect, and how visitors should prepare before traveling.
- Ski areas and other community partners have communicated repeatedly about these topics through their social media channels, websites, blogs, emails and in interviews with news outlets.
- Ski areas in our region have been incredibly transparent in their real-time communications about what residents and visitors can expect related to conditions, parking, and ski area operations, including when they anticipated not being able to open at all.
- Ski areas promote multi-day and other access products as part of season-long campaigns that are scheduled well in advance. These products, because they are not date specific, help drive business during off-peak times (e.g., mid-week, spring) and support our region's economy.
- Season-long campaigns about resort access products encourage mid-week visitation and longer stays in an effort to spread out visitation. More recently, some ski areas have promoted the fact that they intend to extend their winter operations, giving potential visitors an opportunity to push out the timing of their visit.
- The ski areas and their employees are an important part of the community, providing jobs and recreation, driving visitation to support small businesses and providing funding for community-wide benefits (TART, schools, etc.).

- The ski areas are actively engaged with the agencies who have oversight of area roadways and continue to collaborate on short- and long-term solutions to our region's long-standing traffic challenges. They also contribute annual funding to support regional transit initiatives, and have creatively implemented other strategies to improve the experience for residents and visitors.

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