



Friday, November 7, 2025

Dear North Lake Tahoe Tourism Business Owner/Owner Representative,

Thank you so much for the past five years of supporting the North Lake Tahoe Tourism Business Improvement District (TBID)! Since its formation by the business community in 2021, the TBID has helped generate more than \$76.5 million in direct and indirect investments, reinvesting tourism generated funds in priorities we all share like: supporting workforce housing, improving transportation, strengthening our local business community, enhancing the North Lake Tahoe experience, and advancing sustainable tourism. Our entire tourism-based economy has directly benefited because of your partnership in supporting the TBID.

Now, as the TBID comes up for renewal, we need your support to ensure these critical investments continue well into the future.

The TBID is funded by a small assessment on lodging, retail, restaurant, activities and attraction businesses, meaning day visitors are also contributing to efforts to enhance the experience for *everyone* in North Lake Tahoe in ways they haven't before. Each year, it raises about \$6.5 million that helps create a vibrant, four-season destination, attract more mid-week and non-peak visitation, and drives business to lodging, dining, retail, and recreational activities.

To secure the TBID's renewal, we are asking you to sign a petition requesting that the Placer County Board of Supervisors approve the TBID renewal. Your signature will help ensure that both day and overnight visitors continue to contribute to the health of our economy and the vitality of our community.

**Here's how to complete the petition:**

1. Provide the name of your business.
2. Provide the name of the owner of your business.
3. Sign the petition. (Only the business owner/authorized representative may sign.)
4. Date the petition.

If you own multiple businesses, you may include all of them on one petition or complete a separate petition for each. Property management companies may also include an attachment listing the properties represented.

**Petitions—all three (3) pages—must be completed and returned by October 3, 2025.** You can submit your petition in one of the following ways:

1. Scan and email your signed petition to [email] to [Anna@northtahoecommunityalliance.com](mailto:Anna@northtahoecommunityalliance.com)
2. Call Anna Atwood at 530-581-8722 and we'll be happy to have a staff member pick up your petition in person.
3. Drop it off at our office at 100 North Lake Blvd
4. Sign the e-signature petition that you received through Adobe Sign. If you have not received an e-signature petition, please reach out to Anna Atwood to request a new one be sent to you. [Anna@northtahoecommunityalliance.com](mailto:Anna@northtahoecommunityalliance.com)

Thank you for your time, partnership, and continued commitment to making North Lake Tahoe a place where both our community and our businesses can thrive. If you have any questions, please feel free to reach out.

Sincerely,



Tony Karwowski  
President/CEO  
North Tahoe Community Alliance  
[tony@northtahoecommunityalliance.com](mailto:tony@northtahoecommunityalliance.com)  
Office: 530-581-8739

Since its formation in 2021, the TBID has been instrumental in funding initiatives that benefit both residents and visitors, including local business support, infrastructure improvements, and sustainable tourism efforts. See what's happened in our community *Because of the TBID*.  
<https://www.northtahoecommunityalliance.com/what-we-do/because-of-tbid/>

or

