2026 ANNUAL REPORT



NORTH TAHOE NTCA COMMUNITY ALLIANCE

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TO OUR COMMUNITY,

THIS PAST YEAR, a tremendous advantage for our region was realized when the business community decided to renew the North Lake Tahoe Tourism Business Improvement District (NLT-TBID) for 10 years. That decision was reached because a majority of local business leaders support the local decision-making and investment opportunities the TBID represents, and recognize it is putting tourism-generated revenues, both TBID and Transient Occupancy Tax or TOT, to work for the benefit of our community.

Because of the TBID, local businesses have already invested over $40 million of TBID and TOT in North Lake Tahoe. From transformational offerings like TART Connect with passenger counts in the millions to Winter Park & Ride developing strong use (13,828 riders used the service in 2025–26), our transportation investments are working to reduce congestion on local roadways. Nearly $9 million has been invested in workforce housing programs like Lease to Locals and the ADU Accelerator—set to create new housing opportunities in our community for the local workforce. TBID and TOT funds are addressing long-standing issues and laying the groundwork for a more resilient future.

The TBID also powers the economic and workforce development, advocacy, business services, community vitality, and visitor engagement efforts of the North Tahoe Chamber. It funds the operational budgets for both the Tahoe City Downtown Association and Kings Beach District, helping bring to life the commercial downtown areas of North Lake Tahoe through events, programs, and beautification projects all year long.

Tourism revenues generated by the TBID have also helped build new trails and improve trailheads to better protect the environment. They have funded visitor education and popular local events sponsored by the North Tahoe Chamber that contribute to the character and vibrancy of our destination, plus litter management and other human impact mitigation initiatives like the BEBOT beach cleaning robot. And, projects that celebrate the culture of our community like the Watson Cabin Restoration and Community Art and Gathering Space Project in North Tahoe Regional Park.

What follows is the North Tahoe Community Alliance's Fiscal Year 2025–2026 Annual Report. In it, you'll learn about the efforts that have been advanced by this renewed funding source. You'll also read about how we're looking ahead with a focus on staying responsive to changing conditions, emerging challenges, and leveraging the voices of our community to inform decision making processes.

As we begin the 2026–27 fiscal year, the NTCA is building on the momentum that has been established since the TBID was formed five years ago. Alongside the diverse coalition of voices that make up the committees we convene, we will continue to invest tourism-generated funds into efforts that help local businesses, improve quality of life for residents, enhance visitor experiences and drive responsible tourism, and contribute to the vitality of our community.

To the assessed businesses in the district: thank you for your engagement and support of the North Lake Tahoe TBID's renewal. Its continuation will allow our community to pursue and activate solutions to our most critical issues.

With gratitude,

TONY KARWOWSKI
North Tahoe Community Alliance
President and CEO

JILL SCHOTT
North Tahoe Community Alliance
Board Chair

OUR VISION

A vibrant community where stewardship fuels a thriving economy, protects our natural environment, and enhances the Tahoe experience for all.

OUR MISSION

We lead collaborative efforts to improve community vitality, strengthen the regional economy, and advance environmental stewardship.



OUR VALUES

INTEGRITY

We elevate and honor our mission to serve our community.

COMMITMENT

We are dedicated to achieving meaningful and lasting impact.

COLLABORATION

We work side-by-side with our community and partners to co-create solutions.

STEWARDSHIP

We act with care, building toward a sustainable future.

STRATEGIC PLAN 2025-28

Our strategic plan will guide the work and priorities of the organization over the next three years.

COMMUNITY VITALITY

INITIATIVES

COMMUNITY ENGAGEMENT

Increase connection and collaboration within North Tahoe.

TOT-TBID DOLLARS AT WORK PROGRAM

Reinvest locally generated tourism funds with local oversight.

OUTCOMES

- Community engagement and convening that provides meaningful dialogue opportunities, solution-oriented discussions and actions.
- TOT-TBID investments resulting in impactful projects, programs, and services that address North Lake Tahoe's priorities.
- TOT-TBID investments reach new corners of the North Lake Tahoe community because of diversified collaboration with community stakeholders.

ECONOMIC HEALTH AND RESILIENCY

INITIATIVES

DESTINATION REVITALIZATION

Advocate for infrastructure, programs, and services that support a thriving and resilient business environment.

ECONOMIC IMPACT OF VISITATION

Strengthening North Lake Tahoe's economy, environmental stewardship, and sustainable tourism through reinvestment of tourism generated funds.

OUTCOMES

- Building resiliency, capacity, and entrepreneurial opportunities in our business community.
- Engaging town centers with a thoughtful and strategic variety of businesses.
- Socio-economic impacts enhancing local economic benefits and community well-being.

DESTINATION STEWARDSHIP

INITIATIVES

COLLABORATION

Engage in partnerships that drive policy and practices supporting destination stewardship in Lake Tahoe.

HUMAN IMPACT MITIGATION

Promote and support messaging, programming, and infrastructure improvements that reduce human impacts on the natural environment.

OUTCOMES

- Collaborative education, engineering, and enforcement efforts resulting in public awareness and desired behavior change.
- Cultivation of sustainable tourism tenets in our stewardship efforts.
- Collectively developed and regionally adopted policies, best practices, and funding mechanisms that preserve and enhance our natural environment.

ORGANIZATIONAL EXCELLENCE

INITIATIVES

ORGANIZATION CAPACITY AND LEADERSHIP

Implement leadership growth and development strategies that optimize the influence and impacts of our staff, board, and committee members in service to the mission and vision of our organization.

COMMUNITY IMPACT AND LEADERSHIP

Grow collective leadership development to further the impact of the regional talent pipeline.

OUTCOMES

- Improved internal and external collaboration.
- Optimized capacity through enhanced innovation and prioritization.
- Enhanced governance, influence, and leadership engagement across the community.

HOW TBID FUNDS ARE ALLOCATED

WHEN THE NORTH LAKE TAHOE TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) was renewed by the business community, the Management District Plan (MDP) was simplified to more clearly communicate how the approximately $6.5M in annual TBID revenues are allocated to benefit the businesses that pay them.

The projects and programs making tangible progress within these categories, along with the work to advance these efforts by the North Tahoe Community Alliance, the North Tahoe Chamber, and Lake Tahoe Travel, are all funded by the TBID. Our staff is shared to maximize efficiency, with each workstream playing a different role while working toward the same goals.

Here's how the TBID budget categories are organized, with 4% held in contingency, and 2% allocated to Placer County for collection administration fees:

47% ECONOMIC HEALTH & RESILIENCY

Outcomes are focused on building resiliency, capacity and entrepreneurial opportunities, destination revitalization, protecting the environment, and enhancing our community's well-being.

EXAMPLES INCLUDE:

- North Lake Tahoe Truckee Leadership Program
- Visitor Information Center Business Referrals
- Event sponsorship investments by the North Tahoe Chamber
- Workforce-strengthening Childcare & Youth Development Programs

22% COMMUNITY VITALITY

To drive economic benefit to assessed businesses, efforts focused on community vitality include those designed to improve accessibility, implement workforce development strategies, develop and expand transportation and transit programs, invest in infrastructure improvements, and enhance both the experience and North Lake Tahoe's appeal.

EXAMPLES INCLUDE:

- Downtown revitalization efforts
- TART Connect, Workforce Vanpool and Park & Ride services
- Workforce housing initiatives such as Lease to Locals, the Tahoe Housing Hub ADU Accelerator, and the Workforce Housing Preservation Program

10% ENVIRONMENTAL STEWARDSHIP

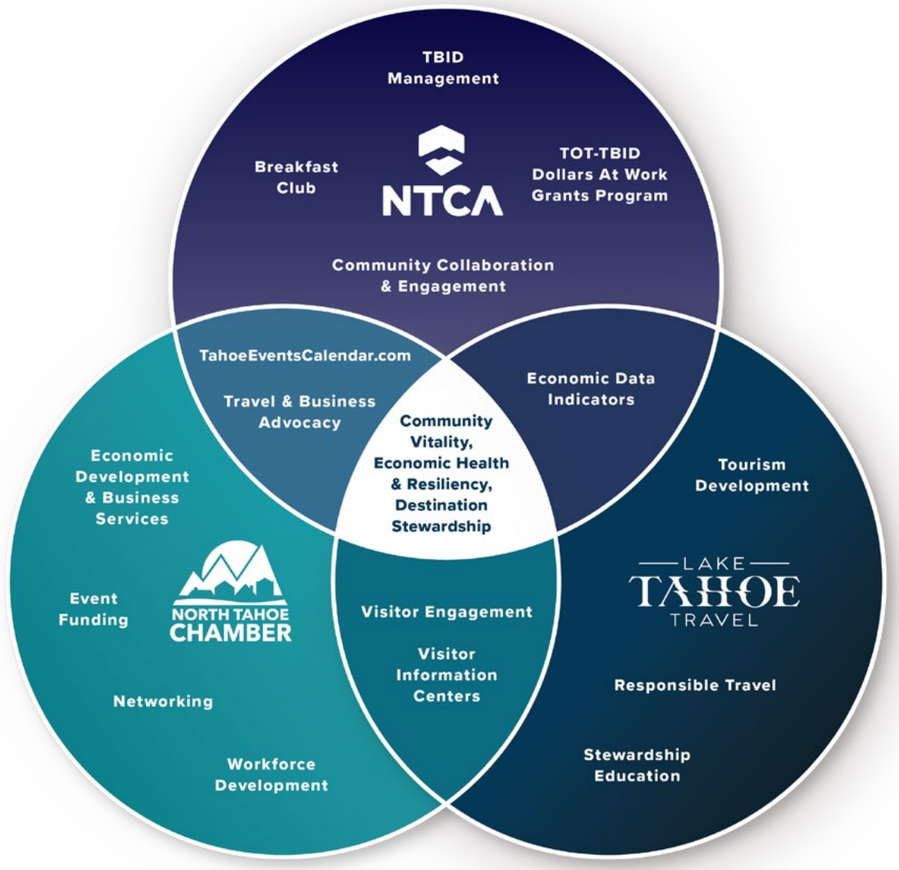
The TBID supports collaborative education that results in public awareness and desired behavior change, and programming and infrastructure improvements that mitigate human impacts on the natural environment.

EXAMPLES INCLUDE:

- BEBOT Beach Cleaning Robot
- Support for and alignment with the Lake Tahoe Destination Stewardship Plan
- Lake Tahoe Ambassadors

15% ZONE 1 SPECIFIC SERVICES

Funds raised by the additional 1% levied on Zone 1 (lakeside) lodging businesses are allocated to activities that can include any services detailed in the other service categories (economic health and resiliency, community vitality, and environmental stewardship).



TRANSIENT OCCUPANCY TAX (TOT)

A lodging tax paid by overnight visitors

Raises ~$11M annually, which helps fund:

- TRAILS
- TRANSPORTATION
- WORKFORCE HOUSING

TOT-TBID DOLLARS AT WORK

NORTH LAKE TAHOE

TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)

A self-assessment implemented by tourism-related businesses

Raises ~$6M annually, which helps fund:

- ENVIRONMENTAL STEWARDSHIP & HUMAN IMPACT MITIGATION
- COMMUNITY ENHANCEMENT
- ECONOMIC DEVELOPMENT & BUSINESS SERVICES

NORTH TAHOE CHAMBER

LAKE TAHOE TRAVEL

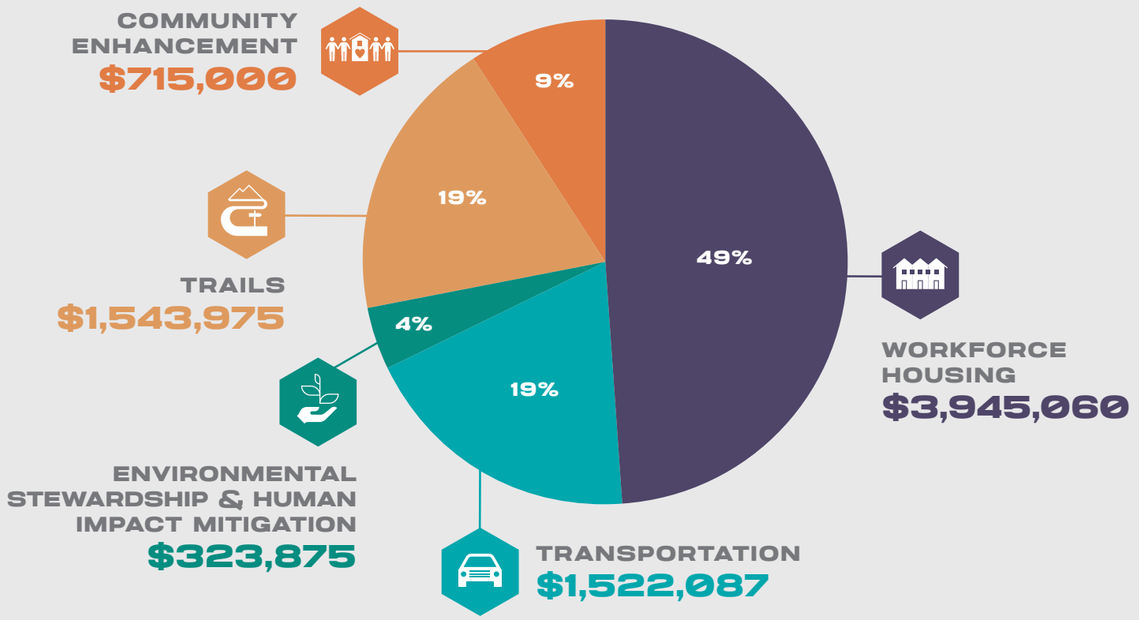
$8 MILLION

DIRECT INVESTMENT OF TOT-TBID DOLLARS AT WORK FY 2025-26



PROJECT INVESTMENTS

TOURISM-GENERATED FUNDS ARE INVESTED THROUGH THE TOT-TBID DOLLARS AT WORK PROGRAM in partnership with Placer County to advance community priorities like workforce housing, transportation, and human impact mitigation. The NTCA provided guidance and support to applicants throughout the 2025–26 grant cycle by hosting workshops and office hours designed to make the process more accessible.



2025-26 FUNDED PROJECTS & PROGRAMS



FUNDING THIS FISCAL YEAR supported projects approved through the NTCA 2025–26 Annual Grant Cycle, as well as continuation funding for established programs supported through TOT allocations. These investments build on efforts that have been transformational for North Tahoe, including workforce housing and transportation programs, while advancing other community priorities.

WORKFORCE-STRENGTHENING CHILDCARE & YOUTH DEVELOPMENT PROGRAMS
$250,000 TBID

Providing year-round childcare and youth programs through the Boys & Girls Club of North Lake Tahoe to support working families and strengthen workforce retention by helping employees maintain reliable access to care.

THE 72-MILE DEEP CLEAN OF LAKE TAHOE
$110,787 TBID

Expanding submerged litter removal to deeper depths along the Placer County shoreline while documenting pollution to inform future lake stewardship.

EASTERN PLACER EMPLOYER HOUSING CONCIERGE & ONE-STOP HOUSING RESOURCE HUB
$95,060 TBID

Connecting the Placer County workforce with personalized housing services, resources, and one-on-one support to overcome housing barriers that make it difficult for employees to live near where they work.

SIERRA COMMUNITY HOUSE WORKFORCE HOUSING ADVOCACY AND DIRECT ASSISTANCE PROGRAM
$350,000 TOT

Providing rental and utility assistance to help local workers maintain secure housing in the communities where they work.

EASTERN PLACER COUNTY LAUNCHPAD PROGRAM
$3,000,000 TOT

Incentivizing new housing development with deed restrictions for the local workforce to expand the long-term supply of housing available to people who live and work in North Tahoe.

TCPUD DIANNE FEINSTEIN WEST SHORE TAHOE TRAIL RECONSTRUCTION PROJECT, SEGMENT 1
$1,500,000 TOT

Reconstructing 1.4 miles of the Dianne Feinstein West Shore Tahoe Trail from 64 Acres to Sequoia Avenue to improve safety, accessibility, and connections for residents and visitors.

TAHOE WOOD
$62,685 TBID

Turning forest biomass into sustainable, local small-business entrepreneurial opportunities while supporting forest health and creating economic development in the community.

TAHOE CITY EVENTS PARK AND RIDE PILOT
$92,840 TOT

Providing free shuttle service during events to increase access and reduce congestion while offering a convenient, more sustainable transportation option for residents and visitors.

LAKE TAHOE CONDITIONS AND WATER QUALITY
$150,403 TBID

Providing real-time lake conditions and water-quality information to support safer recreation, informed decision-making, and ongoing stewardship of Lake Tahoe.

SCOTTY LAPP MEMORIAL SKATEPARK
$400,000 TOT

Creating a 10,000-square-foot skatepark in Tahoe City to provide a safe, accessible space for recreation and community connection for youth and families.

LEASE TO LOCALS
$500,000 TOT

Unlocking new rental opportunities for our local workforce by incentivizing homeowners to rent to those who live and work in North Lake Tahoe.





NORTH LAKE TAHOE TRAIL EXPANSION PROJECT
$43,975 TOT

Building half a mile of accessible trail onto the Sawtooth Loop Trail to expand accessible recreation opportunities and connect more people with Tahoe's outdoors.

PUBLIC ART INSTALLATION IN THE NORTH TAHOE REGIONAL PARK
$65,000 TOT

Bringing public art to North Tahoe Regional Park to strengthen community identity, enhance a shared public space, and create a distinctive place for gathering.

TART CONNECT EXPANDED SERVICE HOURS
$869,992 TOT

Expanding free, on-demand microtransit service to improve mobility throughout North Tahoe and provide a flexible alternative to driving.

TART PARK & RIDE
$559,255 TOT

Providing free off-site parking and shuttle services along the SR 89, SR 267, and Donner Pass Road corridors to reduce seasonal traffic congestion and improve access to North Tahoe.

Total funding awarded in FY 25–26:
$8,049,997

PROJECTS COMPLETED IN 2025–26

DON'T DROP THE TOP
$39,806 TBID

Repurposing 2,700 pounds of plastic into six community benches with help from more than 250 volunteers. Diverting waste from the landfill and creating functional public amenities.

DEEP DIVE PILOT CLEANUP PROJECT AND LITTER EDUCATION AWARENESS PROGRAM
$76,455 TBID

Removing 1,569 pounds of lake litter from depths of 33 to 55 feet along the Placer County shoreline while engaging 657 students in lessons that connect real-world data to Lake Tahoe protection.

SNOW SPORTS MUSEUM EXPANSION & REFURBISHMENT
$23,119 TBID

Creating a temporary home for SNOW Sports Museum exhibits to preserve Tahoe's ski heritage and share local history with the community and visitors.

NORTH TAHOE RECREATION ACCESS PLAN PROJECT, USFS 06/THELIN
$250,000 TOT

Creating a new trailhead and parking lot at Sawtooth to improve access to outdoor recreation and parking infrastructure.





REVITALIZE THE WATSON CABIN
$265,606 TBID

Preserving and enhancing the historic Watson Cabin to protect North Tahoe's history and maintain a community landmark for events, visitors, and future generations.

MARTIS VALLEY TRAIL
$3,125,000 TOT

Completing a paved, multi-use trail segment connecting Martis Valley and Northstar Village to provide safer, more convenient access for pedestrians and cyclists.

NORTH TAHOE TRAIL ACCESS IMPROVEMENT
$472,500 TOT

A new entrance for the Pam Emmerich Memorial Pinedrop Trail in the North Tahoe Regional Park to increase public access to trails and improve safety and mobility.

COMMUNITY ART & GATHERING SPACE
$250,000 TOT

Creating a community gathering plaza and educational space in North Tahoe Regional Park to provide a new place for connection, learning, and community engagement.

TCPUD 2025 WEST SHORE TRAIL RECONSTRUCTION PROJECT
$1,377,720 TOT

Reconstructing 2.35 miles of the West Shore Trail to improve safety, accessibility, and long-term usability along a key regional trail.

TART CONNECT EXPANDED SERVICE HOURS
$1,425,000 TOT

Expanding free, on-demand microtransit service to improve mobility throughout North Tahoe and provide an accessible alternative to personal vehicle travel.

KEEPING TAHOE BLUE: BLUE BEACH PILOT
$75,000 TBID

Providing additional waste, restroom, and trash pickup resources at Kings Beach during peak periods to improve cleanliness and create a safer, more welcoming public beach.



RADAR SPEED SIGN PROGRAM
$50,000 TOT

Radar speed feedback signs on public roadways in North Tahoe to encourage safer driving and reduce vehicle speeds on North Tahoe roadways.

ACCESSORY DWELLING UNIT ACCELERATOR PILOT PROGRAM
$479,450 TBID

Launching an initiative designed to accelerate the development of 20 new accessory dwelling units to expand housing options for North Tahoe's local workforce.



VOICES FOR HOUSING: WORKFORCE HOUSING ADVOCACY CAMPAIGN
$50,000 TBID

Sharing local workforce housing challenges through video, digital and print content, and community outreach to build understanding and support for housing solutions.

TART PARK AND RIDE
$431,732.60 TOT

Providing free off-site parking and shuttle services along the SR 89, SR 267, and Donner Pass Road corridors during winter to reduce traffic congestion and provide a convenient transportation option.

ACCESSIBILITY FOR ALL AT NORTH TAHOE BEACH
$200,000 TBID

Improving public beach access for people of all abilities to expand inclusive recreation opportunities and make North Tahoe's public spaces more accessible.

Total TOT-TBID invested in 2025–26 completed projects:

$8,591,388.60



AS AN ORGANIZATION FOCUSED ON DESTINATION STEWARDSHIP AND MANAGEMENT, the NTCA is taking action to help advance transportation initiatives designed to actively reduce traffic congestion throughout the region. Through a variety of successful public-private partnerships, collaborative progress has been made through efforts that include:

SHARED TRANSPORTATION

From funding winter and summer Park & Ride services to expanding TART Connect and work-force vanpool programs, tourism-generated funding is being invested in services that help take personal vehicles off the road in an effort to reduce traffic congestion.

During the 2025–26 winter season:

- 13,828 riders utilized winter Park & Ride
- 282,552 passengers rode TART Connect in Placer County
- Operation of 17 vanpools reduced carbon emissions by 962,807 pounds and eliminated 1,289,975 vehicle miles traveled

PARKING RESERVATION & MANAGEMENT SYSTEMS

Working in tandem with shared transportation options supported by the NTCA, programs established by private companies and regional governments are encouraging everyone to make use of free-to-the-rider transportation options. This includes parking reservation programs at Palisades Tahoe and Northstar California Resort, and parking management systems implemented by Placer County in the Kings Beach downtown corridor. The Kings Beach parking management system helped turn over spaces, generating more direct access to businesses there.

SEASONAL BIKE VALET

To encourage people to ride instead of drive, the NTCA provides funding to the Lake Tahoe Bicycle Coalition for bike valet services at summer events taking place throughout the region. In 2025–26, 998 bikes were securely parked using available bike valet services.

THE NTCA IS ALIGNED with the Lake Tahoe Destination Stewardship Plan and works in collaboration with over 20 regional organizations to achieve the goals of the plan. The award-winning plan outlines a shared vision for the region's outdoor recreation and tourism and encourages everyone to tread lightly and actively help care for Tahoe's cher-ished communities and environment. Examples of some of the successful programs that have been implemented since its inception include the Emerald Bay Shuttle, Sand Harbor parking reservations, and the Destination Champion customer service training program.



STRENGTHENING BUSINESS.

BUILDING COMMUNITY.

DRIVING ECONOMIC OPPORTUNITY.

THANK YOU...



To the hundreds of business owners whose support made the successful renewal of the North Lake Tahoe Tourism Business Improvement District (TBID) possible. Your investment reflects a shared commitment to strengthening our economy, enhancing our community, and ensuring North Tahoe remains a vibrant place to live, work, and visit.

Every day, the North Tahoe Chamber team works to champion local businesses, develop community leaders, advocate for a strong business climate, and foster long-term economic vitality. In 2025–26, we expanded business resources, strengthened regional partnerships, advanced workforce development initiatives, and created new opportunities for businesses to connect, grow, and succeed. And, in partnership with the Kings Beach District, we invested in programs and services that support local businesses, advance economic development, enhance community spaces, and deliver signature events that celebrate the unique character and vitality of Kings Beach.

None of this would be possible without the collaboration of our Chamber members, Business and Chamber Advisory Committee volunteers, community partners, and the hardworking Chamber team. Together, we are building a stronger, more resilient future for North Tahoe.

Warmly,

Kimberly Brown

KIMBERLY BROWN
North Tahoe Chamber Executive Director

2025-26 CHAMBER HIGHLIGHTS

- 2026 events generated $54M+ in economic impact
- Economic Development Study completed
- Advocacy on behalf of the local business community
- 48 community events funded for $660,000
- North Lake Tahoe Truckee Leadership Program redesigned
- Workforce initiatives expanded
- New business resources launched
- Love North Tahoe campaign continued
- Destination Champion customer service training launched
- Re-envisioning of the North Lake Tahoe Visitor Information Center in Kings Beach
- Support of “Wá:šiw ‘itlu’ gáwgayay ‘í:wayé:si” (Speak Washoe all the time) mural

SUPPORTING LOCAL BUSINESS GROWTH

From economic development activities to the coordination of business resources, marketing and promotional opportunities and visitor services, the North Tahoe Chamber is focused on helping local businesses thrive. To support economic development, a variety of business retention and activities have been developed, including the Love North Tahoe campaign, Farmers Market business booth, cooking demonstrations by local restaurants and local business map of Tahoe City, Kings Beach District business map and Kings Beach area Restaurant tournament guide.

Chamber members also have access to HR resources and business support, educational workshops, member savings and benefits, and the Visitor Information Center Concierge Experience program. Businesses are promoted through ad buys in publications such as Tahoe.com and the *Sierra Sun*, through the Chamber Chat, monthly Tahoe View and North Tahoe Chamber newsletters and our professional photography program, with business referrals coming directly from the North Lake Tahoe Visitor Information Centers in Tahoe City and Kings Beach.



Mural painted by Aspen Carrillo in collaboration with Shanice Turtle, located in the North Lake Tahoe Visitor Information Center in Kings Beach.



STRENGTHENING BUSINESS SUCCESS

Throughout the year, the Chamber created meaningful value for local businesses by expanding resources, strengthening partnerships, and increasing opportunities for growth.

HIGHLIGHTS INCLUDE:

- **RENEWAL** of the **10-YEAR TBID**
- **NEW** North Tahoe Chamber **WEBSITE** and brand launch
- **EXPANDED** regional **COLLABORATION** & business **PARTNERSHIPS**

BUSINESS IMPACT BY THE NUMBERS

484 CHAMBER MEMBERS

101 NEW MEMBERS in **2025–26**

11 CHAMBER MIXERS

11 BUSINESS EDUCATION PROGRAMS

64k VISITOR CENTER BUSINESS REFERRALS



LEADERSHIP CREATING COMMUNITY IMPACT

The North Tahoe Chamber continues to lead collaborative initiatives that strengthen North Lake Tahoe's economy while supporting businesses, residents, and community partners. Some of the standout efforts over the past year include the completion of an Economic Development Study, convening of the Economic Development Working Group, and development of the Kings Beach District Strategic Plan. This year, North Lake Tahoe was also named a California Arts & Culture District Finalist, and the Chamber successfully expanded workforce and regional partnerships that support economic development.

WORKFORCE & LEADERSHIP DEVELOPMENT

For 20 years, the North Lake Tahoe Truckee Leadership Program, facilitated by the North Tahoe Chamber in partnership with the Truckee Chamber and the Tahoe Truckee Community Foundation, has provided a unique opportunity for rising community leaders to broaden their understanding of the region and its issues.

This year, participants partnered with local nonprofits to work on real initiatives addressing current community needs. One team's project resulted in the development of a marketing strategy framework for the Tahoe Truckee Workforce Housing Agency to increase awareness of housing resources, strengthen employer and housing partner engagement, and establish consistent, sustainable communications.

2026 highlights included:

- Expanded 6-day program curriculum
- New leadership development opportunities
- 6 local nonprofit partners
- Direct community impact
- 29 program graduates

Other Chamber-supported programs include:

- Lake Tahoe and Truckee Destination Champion virtual customer service training
- Expanded employer workforce resources
- Chamber representation on the Tahoe Truckee Unified School District Career Technical Education (CTE) Advisory Committee

> "The North Tahoe Truckee Leadership Program provided an invaluable opportunity to develop as a leader while gaining a deeper appreciation for the people and organizations that make our community thrive. The program not only helped me sharpen my leadership skills and deepen my understanding of the issues and opportunities facing our region, it also connected me with an incredible group of local leaders who are passionate about our community, creating relationships that continue to inspire collaboration and positive impact."
>
> KELSEY WASILEWSKI, Field Marketing Manager at Northstar California Resort and 2026 leadership program graduate

COMMUNITY VITALITY

Strong communities are built through meaningful connections. Throughout the year, the Chamber created opportunities for businesses, residents, and partners to come together.

- **CHAMBER MIXERS**
- **POWER LUNCH SERIES**
- **COFFEE CONNECTS**
- **CALIFORNIA TRAVEL ASSOCIATION CONFERENCE HOST**
- **PASSPORT TO DINING**
- **MERRY & BRIGHT**
- **MUSIC ON THE BEACH**
- **COMMUNITY CLEAN-UP DAYS**
- **KINGS BEACH DISTRICT SNOWFEST PARADE**
- **BUSINESS AND CHAMBER ADVISORY COMMITTEE (BACAC)**
- **SPONSORSHIP OF 41 COMMUNITY EVENTS**

KINGS BEACH DISTRICT

Operating as part of the North Tahoe Chamber, the Kings Beach District is focused on building a robust foundation of support for economic vitality, community character, strong partnerships, and operational excellence. During the 2025–26 fiscal year, the Kings Beach District committee and three new working groups were formed, strategic priorities developed, and partnerships with California State Parks, Placer County, and the Kings Beach Benefit Assessment District strengthened. The District also launched two new winter signature events, created the first Kings Beach business map, and delivered another successful Music on the Beach season to support local business activity and community engagement. Advocacy efforts focused on greater coordination of maintenance, beautification, stewardship, and parking management; and discussions with Caltrans regarding pedestrian safety improvements.

> "Joining the North Tahoe Chamber has been one of the best investments I've made in growing Silent A photography. The Chamber has provided incredible networking opportunities, meaningful relationships, and valuable visibility for my business. After my Member Spotlight was featured, I booked new clients, and I've continued to gain business through the connections I've made as a Chamber member. Beyond the referrals, I've found a community of local professionals who genuinely support one another. I'm truly grateful to be part of an organization that is so committed to helping local businesses succeed."
>
> AMBERA DODSON, Silent A Photography



INTRODUCING:

LAKE TAHOE TRAVEL

A New Brand for a New Era

Our aim is simple: to help our towns and businesses thrive by attracting the right visitors to the right places at the right times. Our marketing plan focuses on strategies that will benefit our community when it's most needed.

Lake Tahoe Travel promotes:

- North Lake Tahoe from Emerald Bay to Spooner Summit
- Longer stays
- Slower travel
- Mid-Week Visitation



Our Approach

Lake Tahoe Travel communicates to travelers through our "Dive In" campaign, encouraging them to take their time when visiting Lake Tahoe, and to go beyond the surface to have deeper experiences while here.

Traveling here is not about checking things off a list, finding the best selfie spots or driving to every point of interest. It's so much more than that. It's about spending more time with the activities, the communities, the people they travel with and the places they stay. It's about the emotional connections they find, and the deep memories they will take away.

Our marketing efforts aim to inspire and motivate travelers to plan a trip to Lake Tahoe during off-peak times, always encouraging responsible travel and communicating stewardship tips.

With efforts across owned, earned, and paid media, we have a strong domestic presence to bring awareness and spark action to visit Lake Tahoe's west, north and east shores.



CalTravel Summit

In October 2025, North Lake Tahoe hosted the annual CalTravel Summit, bringing together travel and tourism advocacy leaders from across the state. A great example of how partnerships are being leveraged for local economic benefit, the NTCA's participation on CalTravel's Board of Directors helped build the relationships needed to bring the Summit to North Tahoe. The event featured networking and educational opportunities and gave attendees a chance to patronize local businesses during an off-peak time of year.

426 attendees **80 partners**
76 speakers **64 content sessions**
1,000+ room nights booked

CalTravel reported 94% of attendees rated the event as excellent or very good, with activities rated 4.4 out of 5. The Summit also gave us the perfect opportunity to introduce the new Lake Tahoe Travel brand to the travel and tourism industry.

THE ECONOMIC IMPACT OF TOURISM ON NORTH LAKE TAHOE

TOURISM & DIRECT TRAVEL spending continue to be the primary driver of North Lake Tahoe's $1.04 billion economy.

The Lake Tahoe Travel marketing cooperative, a partnership between the North Tahoe Community Alliance and Travel North Tahoe Nevada enlisted Dean Runyan Associates to measure the economic impact of travel in our community in 2025. The data was released in July of 2026.

Spending, employment, and earnings are key metrics to measure the economic impact of travel.

KEY LEARNINGS INCLUDE:

1.3% ↑
YOY in
TRAVEL GENERATED JOBS
TOTAL:
7590
JOBS

1.1% ↑
YOY in
VISITOR SPENDING
TOTAL:
$1.04 BILLION

2.3% ↑
YOY in
TRAVEL GENERATED EARNINGS
TOTAL:
$376.2 MILLION

6 OUT OF 10
JOBS
are in the
TOURISM INDUSTRY



Overall, Lake Tahoe Travel continues to focus on attracting visitors who come during our slower weeks of the year, stay longer, and spend more, with sustainable travel messaging dominating the summer months and local spending messaging dominating the winter months.









DATA DRIVEN

THE NORTH TAHOE COMMUNITY ALLIANCE INVESTS IN SPECIFIC DATA SOURCES to help the business community make informed decisions that benefit operations.

- Visitor trends
- Origin markets
- Monthly pace
- Hotel and short-term rental occupancy
- Larger travel trends
- TBID and TOT collections
- Domestic travel forecasts
- And more

These data sources are available in the Economic Data Dashboard at **NorthTahoeCommunityAlliance.com**.

2025-26 ADVOCACY EFFORTS

ADVOCATING ON BEHALF OF the North Lake Tahoe business community has long been part of the NTCA and the North Tahoe Chamber's role. Representatives actively participate on boards, committees, and associations that include the Cal Travel Board of Directors, Lake Tahoe Destination Stewardship Council, Visit California Snow Committee, and more.

Advocacy efforts also give our community an opportunity to have our collective voice heard by our elected officials. Meetings with State and Federal legislators are one way we advocate for funding and legislation that benefits all of us, and provide a chance to demonstrate how our region is successfully addressing challenges and how continued support will allow us to do even more.



NTCA participates as part of "Team Tahoe" to advocate for federal environmental and economic development funds. Partners pictured include TRPA, Washoe Tribe, Keep Tahoe Blue, and Senator Jackie Rosen.

2025-26 ADVOCACY EFFORTS

NORTH TAHOE CHAMBER

- **Enlisting the help of Small Business Utility Advocates (SBUA)** to intervene in the Liberty Utilities 2025 General Rate Case and represent small business ratepayers. As a result of these efforts, Liberty's original revenue request was reduced by 7.12%, from 19.1% to 11.92%, with the settlement including several protections and commitments for small business customers.
- **Advocated for initiatives that support a healthy local economy.** This includes workforce housing resources, transportation improvements that included community event shuttles and road restriping, conducting business advocacy and actively participating in regional collaboration on behalf of the local business community.
- **Connected with State and Federal elected officials at the Tahoe Summit** to explain how our local business community has helped establish and expand opportunities for public-private partnership. It was also an opportunity to highlight the TBID and its role in broadening the funding sources for our community's priorities.

NORTH TAHOE NTCA COMMUNITY ALLIANCE

- **Participated in a legislative advocacy trip to Washington, D.C**. to meet with elected officials and advocate for funding of priority issues impacting Tahoe communities. "Team Tahoe" representatives requested $35M for projects that support forest health, water quality, combat invasive species, and restore native trout as part of the Lake Tahoe Restoration Act. We also requested support for the Santini-Burton Act Modernization, the upcoming Surface Transportation Reauthorization, the BASICS Act, and discussed Water Resources Development Act priorities.
- **Advocated for North Tahoe's interests with State legislators as part of Cal Travel's** annual Advocacy Day. Meetings with state Senate and Assembly members offered the opportunity to voice support for SB 690, and opposition for AB 1869. SB 690 would reform an outdated wire-tapping law, the California Invasion of Privacy Act (CIPA), which is being used against businesses using standard website tools such as cookies or web analytics. AB 1869 proposed amendments to California's Revenue and Taxation Code addressing how income from lodging facilities is characterized for Real Estate Investment Trust (REIT) tax purposes. The bill died in suspense and will not advance.

TO TEACH PEOPLE HOW TO BE STEWARDS OF LAKE TAHOE, a new communications effort is being piloted in short-term rental properties throughout North Lake Tahoe. Designed by the NTCA along with members of the Destination Stewardship Council to be simple for hosts and unmissable for guests, it is intended to meet people at each moment when a desired behavior is requested and relevant. Using simple visuals and language created to explain how to help take care of Tahoe, the initiative covers topics including water, fire, trash and bears, parking and noise. In the spring of 2026, 100 Short-Term Rental Messaging Kits were made available through a pilot program.

LAKETAHOESHORTTERMRENTALS.COM

Protect Your Tahoe Time

This place is different. Play Safely.

Drink Tahoe Tap

Our award-winning tap water is 99.994% pure. That's far better than anything you might buy in a store.

Fire

It's always wildfire season. Please refrain from using anything that makes even a spark outdoors. The potential damage from carelessness is enormous.

Bears

Tahoe's black bears are in danger. For your safety and theirs, keep all trash locked inside the bear box or the house. Never the car.

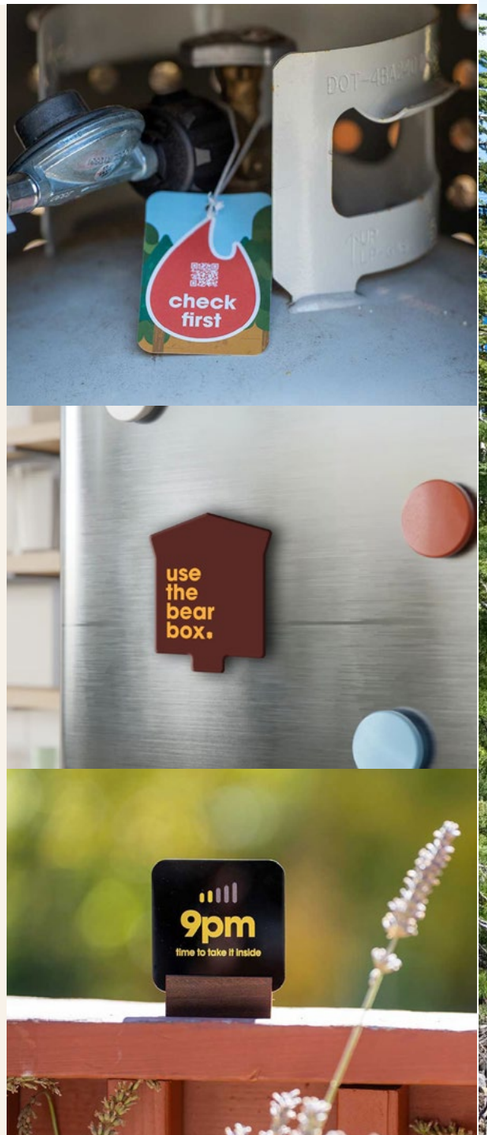
Parking

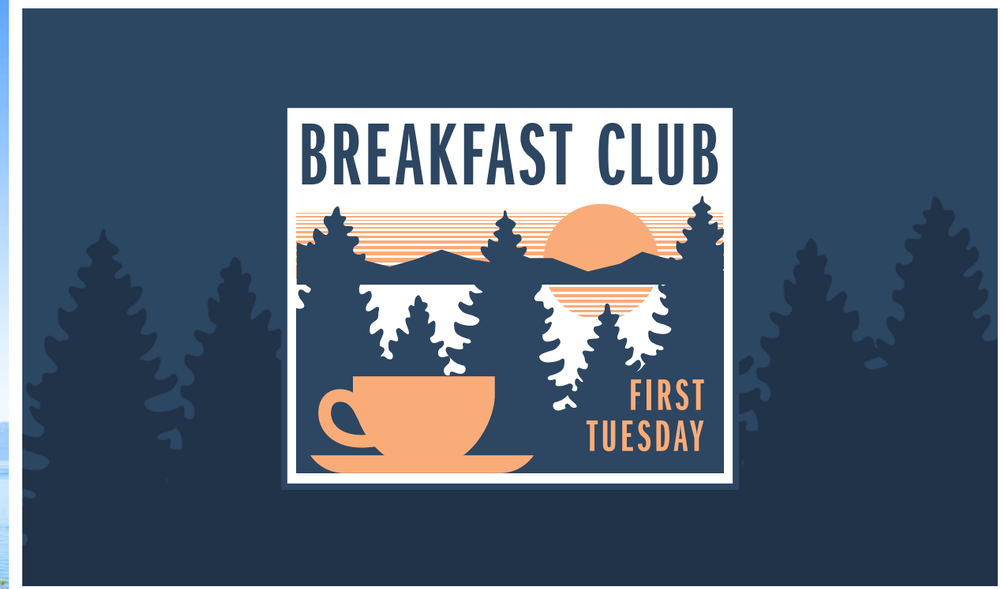
Park legally & responsibly to avoid getting towed, fined, or plowed in when it snows.

Noise

Nights in Tahoe are peaceful. Even if you can't see neighbors, people can hear you.

Take care.





FIRST TUESDAY BREAKFAST CLUB is a community forum hosted by the North Tahoe Community Alliance. It presents an opportunity to learn about timely community news, project information, and relevant updates from businesses and leaders in North Lake Tahoe. **Join on the First Tuesday of each month from 7:00–8:30 am.**

TOPICS INCLUDE:

- Workforce Housing
- Wildfire Preparedness
- Winter Resort Updates
- Utility Rates
- Transportation
- And more!
- Road Construction
- Meet the Candidates

FIRSTTUESDAYBREAKFASTCLUB.COM

THOUGHT LEADERSHIP

WE'RE FOCUSED ON ENGAGING WITH OUR COMMUNITY and actively sharing details related to how the TBID is being put to work on behalf of all of us, and how we're continuing to lean into our role as a destination stewardship organization. Some of the ways we're doing this is by contributing opinion pieces to local news outlets, interviewing local business owners, and sharing updates through our own communication channels that detail the actions we're taking, and how tourism-generated funds are being reinvested in support of local businesses, the regional workforce, responsible tourism, and our community's priorities.

These thought leadership pieces reinforce the NTCA's role through the various pathways of our work—including Lake Tahoe Travel and the North Tahoe Chamber—as the leading voice for the business community. They help amplify the importance of our efforts to balance economic vitality with environmental and social responsibility.

Here's what community leaders are saying...



"The opportunities ahead for Tahoe—expanding environmental stewardship, enhancing shared transportation options, workforce retention—do not recognize county lines or organizational boundaries. They require a coordinated response. The [Destination Stewardship] council brings together public agencies, nonprofits, businesses, tribal partners, and local representatives from around the basin to set priorities and move from discussion to action."

TONY KARWOWSKI in "Stepping into the Co-Chair role of the Lake Tahoe Destination Stewardship Council" published in the *Tahoe Daily Tribune*



"The funding we receive from the TBID is critical to keeping events like [Made in Tahoe] strong and thriving."

CAROLINE ROSS, executive director, Palisades Village Neighborhood Co.

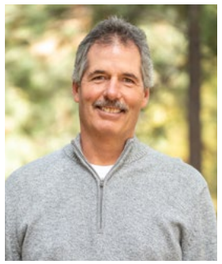
"The support for renewing the NLT-TBID reinforced just how strongly our community believes in this approach. In total, 70.6% of revenue-weighted petition signatures were in favor, representing 102 businesses in the assessment area. As we look ahead, that support gives us both momentum and responsibility."

TONY KARWOWSKI in "A New Year, a Stronger Foundation: Reflecting on Five Years of the North Lake Tahoe TBID," published in *Moonshine Ink*



"Thanks to TOT-TBID Dollars At Work funding, we are revitalizing key historic sites, preserving our heritage for all to enjoy. Renewing this vital funding ensures the continued support of local businesses and sustainable tourism."

SUSAN WINTER, director of the North Lake Tahoe Historical Society



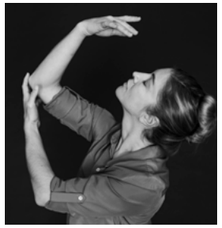
"The TBID has fundamentally changed how we think about reinvestment. For the first time, we have a reliable revenue stream that is directed by our community, for our community...This isn't just about tourism—it's about transformation. The TBID allows our community to address long-standing needs, pilot creative solutions, and build a future where North Lake Tahoe can thrive—economically, environmentally, and socially."

ADAM WILSON in "Here's How the TBID is Transforming North Lake Tahoe–And Why Renewing It Matters," published by the *Sierra Sun*



"Because of the TBID and TOT funding, we are able to support regional transportation solutions like TART Connect and the Winter Park & Ride. Programs like these, combined with private initiatives like the Palisades Tahoe parking reservation program, are making a tangible difference when it comes to reducing congestion in the wintertime."

MIKE DEGROFF, senior advisor, Palisades Tahoe



"Because of the TBID, our performances and programs are supported and made available through affordable ticket prices to both our students and our audience."

CHRISTIN HANNA, founder and artistic director, Lake Tahoe Dance Collective
Photo by: Jen Schmidt

"Together [with Downtown Strategies], we've developed a two-year strategic action plan designed to accelerate existing revitalization efforts, align partners around a shared vision, and identify near-term projects that can make a meaningful difference quickly. This work is rooted in local input, market realities, and the belief that small, well-executed wins lead to lasting change."

ADAM WILSON in "A Practical Path Forward for Revitalizing North Lake Tahoe's Town Centers," published online in the North Tahoe Chamber's Business News



"Because of the TBID, we, as locals, get to determine what makes North Tahoe great. And, we get to fund it."

DAVE WILDEROTTER, founder, Tahoe Dave's Skis & Boards

READ THE FULL OPINION PIECES:

LOOKING AHEAD TO 2026-27



AS WE BEGIN THE 2026-27 FISCAL YEAR, the NTCA, North Tahoe Chamber, Lake Tahoe Travel, and the committees of local voices they convene will continue to put tourism-generated funding to work in meaningful ways for our community. From advocacy in support of our business community to sponsoring local events and investing in downtown revitalization efforts, to aiding workforce housing and transportation solutions, tourism dollars are being reinvested to help to make tangible progress on the priorities that are important to our community.

Here are the highlights of what's to come this year...

DRIVING RESPONSIBLE VISITATION TO SUPPORT NORTH TAHOE'S ECONOMY

Lake Tahoe Travel is focused on driving mid-week and off-peak season visitation from markets that are more likely to visit North Lake Tahoe and stay for 3+ days to help support a year-round economy. Once visitors are here, efforts shift to Destination Stewardship; teaching visitors how to move through our communities with preparation and respect, how to embrace the pace of Lake Tahoe, and to shop local.

SUPPORT FOR LOCAL BUSINESSES

The North Tahoe Chamber champions local businesses and their employees by supporting business advocacy and resources like the North Tahoe Local Showcase and the Truckee North Tahoe Jobs Collective, and workforce and leadership development initiatives like the Destination Champion customer service training program. The Chamber is also seeking out opportunities to increase member value by pursuing group medical insurance options, continuing the Visitor Information Center Featured Vendor program, advancing downtown beautification programs, and creating opportunities to hear directly from local businesses.

DOWNTOWN REVITALIZATION EFFORTS

The North Tahoe Chamber, in partnership with the TCDA and Kings Beach District, completed a revitalization study that identified immediate opportunities to enhance the vibrancy and connectivity of our downtowns areas. These ideas will come to life this year, starting with electric box art and fence coverings featuring the work of local artists, and a "Selfie Tour" designed to encourage people to walk the entire downtown area.

EVENT SPONSORSHIP

The North Tahoe Chamber has leveraged tourism dollars to support 48 special events, including 12 ongoing events in 2026. In total, $660,000 was awarded to support the local business community and offer a diverse mix of cultural and recreational activities throughout the year. This includes local favorites like the Made in Tahoe Festival, Alpenglow Sports Winter Speaker Series, Tahoe City Food & Wine Classic, and many more.

CONTINUED SUPPORT FOR WORKFORCE HOUSING AND TRANSPORTATION PROGRAMS

TBID and TOT funds will continue to support workforce housing and transportation initiatives in North Tahoe. The Tahoe Housing Hub's ADU Accelerator Program, Placer County's Lease to Locals, and TART Connect, which provided rides to 282,522 passengers in Placer County will all continue to receive funding, and Park & Ride is anticipated to have funding approved. In 2025–26, Lease to Locals unlocked 37 new units, housed 92 members of the local workforce and their families and 69% of graduated properties continue to rent long-term in Placer County.



DESTINATION STEWARDSHIP

Efforts to care for the environment and encourage everyone to leave places cleaner than they found them remain core to our mission. Tourism-generated funding will continue to support programs like TART Connect, workforce vanpools, the BEBOT Beach Cleaning Robot, Lake Tahoe Ambassador program, and other initiatives that reduce litter, encourage stewardship, and educate everyone about how to care for Tahoe for "the next 2 million years."

ECONOMIC HEALTH AND CATALYST ROADMAP

In partnership with Placer County, the NTCA is refining the framework that defines how Transient Occupancy Tax (TOT) generated by overnight guests is invested back into the community. Required as part of the NTCA's 10-year Memorandum of Understanding for TOT Advisement with Placer County, the Economic Health and Catalyst Initiatives Roadmap will replace the Tourism Master Plan as the primary referenced document for TOT investments. The roadmap will define "high-impact and effective" projects and programs, and provide new long-term funding opportunities for critical workforce housing, and transportation programs, while continuing to support infrastructure initiatives, community enhancement, environmental stewardship, and more.

COMMUNITY ENGAGEMENT

Ensuring we are aligned with the current and emerging priorities of our community is how we will continue to successfully invest tourism dollars into impactful efforts that support the needs of residents, businesses, and visitors. Efforts to gather input from our community will continue to expand through our convening and advocacy efforts, including through opportunities to help shape the new Economic Health and Catalyst Roadmap as it is being developed. Giving different voices an opportunity to express and discuss the facts, benefits, and challenges related to our toughest issues will also continue to be an expanding focus.

STAY CONNECTED



FIRST TUESDAY BREAKFAST CLUB

A community forum with news, project information, and relevant updates

NORTH TAHOE CHAMBER MIXERS

Engage with business leaders and foster new relationships in a vibrant atmosphere

NORTH TAHOE CHAMBER POWER LUNCHES

Expand your knowledge and network while industry experts share information over a delicious meal

TOP 5 THINGS TO KNOW RIGHT NOW

A monthly newsletter from CEO Tony Karwowski

TOT-TBID DOLLARS AT WORK

A newsletter highlighting projects and programs supported by TOT-TBID Dollars At Work and other timely regional information

BUSINESS & COMMUNITY NEWS

A monthly newsletter from the North Tahoe Chamber full of highly relevant information for the business community

OUR WEBSITES

NorthTahoeCommunityAlliance.com
LakeTahoeTravel.com
NorthTahoeChamber.com

SCAN TO SIGN UP

SOCIAL CHANNELS

ADD YOUR MEETINGS AND EVENTS TO:

TahoeEventsCalendar.com

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KINGS BEACH DISTRICT
KEVIN DRAKE, Vice Chair
Alibi Ale Works

WEST SHORE LODGING / PROPERTY MANAGEMENT
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Granlibakken Tahoe

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CAROLINE ROSS, Secretary
Palisades Village Neighborhood Company

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Tahoe XC

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Kila Properties

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ANDY BUCKLEY
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AMY KYLBERG
Northstar California Resort

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ROBB OLSON
Land to Living

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Ritz Carlton, Lake Tahoe

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JIM PHELAN
Tahoe City Marina

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KELSEY EVERTON
Northstar California Resort

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Tahoe Restaurant Group

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DAVE WILDEROTTER
Tahoe Dave's

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Placer County Executive Office

ADVISORY SEAT
DEVIN MIDDLEBROOK
Tahoe Regional Planning Agency

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Local Vacation Rentals

ASSESSED ZONE 1 LODGING BUSINESS
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Granlibakken Tahoe

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Tahoe Truckee Vacation Properties

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JENNIFER SCHARP
Palisades Tahoe

ASSESSED TBID BUSINESS NORTHSTAR
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Northstar California Resort

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Tahoe Restaurant Group

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Tree House Café

AT-LARGE
SABRINA BURGE
Firesign Café

AT-LARGE
KIM PERCY
Olympic Bike Shop

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North Tahoe Public Utility District

AT-LARGE* NON-VOTING COMMUNITY REPRESENTATION
PATRICK SHEEHAN
JK Architecture Engineering

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Sierra Community House

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Tahoe City Public Utility District

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Palisades Tahoe

TRANSPORTATION ADVOCACY/EXPERTISE
ACADIA DAVIS
LSC Transportation

NORTH TAHOE CHAMBER, KINGS BEACH DISTRICT, TCDA
ANDREW RYAN
PR Design and Engineering

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Alibi Ale Works

AT-LARGE
MARINA GARDINER
Achieve Tahoe

AT-LARGE
NICOLE GORMAN*
Everline Resort & Spa

AT-LARGE
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Tahoe City Resident

AT-LARGE
SUSAN WINTER
Gatekeeper's Museum

AT-LARGE
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Sugar Bowl Resort

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Martis Camp

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Taylor Builders, LLC

AT-LARGE
KELSEY EVERTON
Northstar California Resort

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MICHELLE GLICKERT
Tahoe Regional Planning Agency

ADVISORY SEAT
BRADLEY JOHNSON
North Tahoe Public Utility District

ADVISORY SEAT
LINDSAY ROMACK
Placer County

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LINDSAY FUERST
Tahoe City Downtown Assoc.

OLYMPIC VALLEY / SQUAW VALLEY BUSINESS ASSOC.
CAROLINE ROSS*, Chair
Palisades Village Neighborhood Company

NORTHSTAR BUSINESS ASSOC.
KELSEY WASILEWSKI
Northstar California Resort

ACTIVITY BUSINESS
PATRICK LACEY
Palisades Tahoe

RETAIL BUSINESS
WADE MACHON
Boatworks Mall

KINGS BEACH / TAHOE VISTA / CARNELIAN BAY DISTRICT
JOY DOYLE
Kings Beach District

PROFESSIONAL SERVICES BUSINESS
BRIT CREZEE
Sierra Sotheby's

AT-LARGE, SMALL BUSINESS
LINDSAY THAYER
LT Marketing

AT-LARGE, LARGE BUSINESS
JOHN LINCOLN
Tahoe Dave's

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Incline Village and Crystal Bay Community & Business Assoc.

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PR Design and Engineering

ALEX MOURELATOS, Vice Chair
Business Owner

ALLEN RAULET
Advertising Professional

KEVIN DAVIES
Plumas Bank

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Alibi Ale Works

KARINA DOMINGUEZ
Lumbre Mexican Food and Dulce Gula Food Trucks

KRISTEN PEPIN
Pep's Place

NICOLE STIRLING
Chickadee Art Collective

SEAN O'BRIEN
Chango Presents

THERESA BRAUN
Tree House Café

MICHAEL MEYERS
Sierra State Parks Foundation

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BRADLEY JOHNSON
North Tahoe Public Utility District

ADVISORY SEAT
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Placer County

ADVISORY SEAT
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State Parks

MARKETING CO-OP

ADAM WILSON
NTCA

WENDY HUMMER
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Palisades Village Neighborhood Company

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Palisades Tahoe

ANDY CHAPMAN
Travel North Tahoe Nevada

ERIC ROW
Crystal Bay Club

ANDREW GAUTHIER
The Incline Lodge

KRESSA OLGUIN
Hyatt Regency Lake Taho

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Granlibakken Resort

JIM PHELAN*
Tahoe City Marina

DAVID BROWN
David Brown CPA

ANDY BUCKLEY
Homewood Resort

MIKE DEGROFF
Palisades Tahoe

SHORT TERM RENTAL WORKING GROUP

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Granite Peak Management

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Granlibakken Resort

JILL SCHOTT*
Tahoe Truckee Vacation Properties

KERRIE RACICOT
Tahoe Truckee Vacation Properties

STEPHANIE HOFFMAN
Tahoe Luxury Properties

BRETT WILLIAMS
Agate Bay Realty

JIM WINTERBERGER
Tahoe Getaways

MEGHAN STOKES
Manage Home

JOHN ILES
Hauserman Rental Group

KRISTEN ERICKSON
Tahoe Luxury Properties

FRED KRUSE SCHNEIDER, JR.
Local Vacation Rentals

ALINE HENRIKSEN
Tahoe Time Vacation Rentals

**NTCA Board Member*

FINANCIAL SUMMARY

		Surplus / (Deficit) Carryover	Assessments & Contributions	Improvements & Activities	Ending Surplus / (Deficit)
actual	FY 21 / 22	0	8,725,115	3,512,495	5,212,620
actual	FY 22 / 23	5,212,620	7,110,061	4,940,468	7,382,213
actual	FY 23 / 24	7,382,213	7,006,227	6,195,707	8,192,733
budget	FY 24 / 25	8,192,733	7,469,055	9,721,082	5,940,706
budget	FY 25 / 26	5,940,706	7,085,675	9,234,703	3,791,678
budget	FY 26 / 27	3,791,678	6,860,000	8,706,929	1,944,749
Visitor's Center Revenue (net of CGS)			*80,000*		
Membership Dues & Activities			*50,000*		
Funds for services provided to Placer County			*150,000*		
Interest			*80,000*		
	Total contributions 26 / 27		*360,000*		

FINANCIAL STEWARDSHIP & STRATEGIC INVESTMENTS

To maintain fiscal transparency, the NTCA's annual budget has been reviewed and approved by an independent auditor, with our financials earning a "clean" audit opinion with no adjustments required. Our IT systems have been enhanced with a cloud-based AP/AR platform to improve transparency, efficiency of payment and accountability, and in alignment with the Management District Plan (MDP), a 15% adjustment was implemented, shifting more funding that can be invested through the TOT-TBID Dollars At Work program to initiatives that support economic development, transportation, and sustainability. Looking ahead, NTCA remains focused on fulfilling its fiduciary duties and ensuring meaningful investment of funding in support of our assessed businesses.

BUDGET / ACTUAL SUMMARY FISCAL YEAR 2025 / 2026

Surplus / (Deficit) Carryover	Category	Budget Assessments & Contributions	Actual Assessments & Contributions	Variance	Budget Improvements & Activities	Actual Improvements & Activities	Variance	Actual Ending Surplus / (Deficit)
2,619,930	Marketing / Promo / Events	3,494,798	3,594,574	3%	4,176,917	4,707,438	13%	1,507,066
456,057	Visitor Services	642,168	464,961	-28%	762,519	620,442	-19%	300,576
86,551	Business Advocacy	366,122	442,955	21%	356,044	361,831	2%	167,674
1,415,284	Zone 1	985,200	996,142	1%	1,763,693	1,113,821	-37%	1,297,605
303,590	Econ Dev / Trans / Other	505,914	511,537	1%	1,406,829	1,601,183	14%	-786,056
93,486	Sustainability	219,673	222,113	1%	395,967	115,023	-71%	200,576
379,073	Administration	561,613	584,174	4%	823,899	672,323	-18%	290,924
226,515	County Admin Fee	133,135	134,609	1%	281,118	42,642	-85%	318,482
360,220	Contingency / Reserve	133,135	134,609	1%	535,000			494,829
5,940,706	**Total**	**7,041,758**	**7,085,675**		**10,501,986**	**9,234,703**		**3,791,678**

BUDGET SUMMARY FISCAL YEAR 2026 / 2027

Surplus / (Deficit) Carryover	Category	Budget Assessments & Contributions	Budget Improvements & Activities	Budget Ending Surplus / (Deficit)
1,379,075	Economic Health & Resiliency	3,310,783	3,972,615	717,244
645,525	Community Vitality	1,642,856	1,896,803	391,578
293,420	Environmental Stewardship	688,071	839,875	141,616
1,297,605	Zone 1	975,000	1,932,637	339,969
29,342	County Admin Fee	65,000	65,000	29,342
146,710	Contingency/Reserve	178,290	-	325,000
3,791,678	**Total**	**6,860,000**	**8,706,929**	**1,944,749**

NOTES TO THE FINANCIALS

* There have been no proposed changes in the boundaries of the improvement district or in any benefit zones since the inception of the TBID.

* The method and basis for levying assessment has not changed since the inception of the TBID. Lodging businesses will be assessed two percent (2%) of gross short-term room rental revenue in benefit zone 1 and one percent (1%) of gross short-term room rental revenue in benefit zone 2. Lodging businesses are assessed at the retail, restaurant, and activities and attractions tourism businesses (RRAA businesses) rate for their tier for sales or rentals of non-lodging goods and services.

RRAA businesses are divided into three (3) tiers:

1. Tier 1 RRAA businesses are those with $150,000 or more in annual gross revenue. The annual assessment rate for tier 1 RRAA businesses is one percent (1%) of gross revenue;

2. Tier 2 RRAA businesses are those with more than $50,000 but less than $150,000 in annual gross revenue. The annual assessment rate for tier 2 RRAA businesses is $250 per year;

3. Tier 3 RRAA businesses are those with $50,000 or less in annual gross revenue. The annual assessment rate for tier 3 RRAA businesses is $50 per year.

FY 2025–26 marks the final year of the initial five-year NLTTBID, with changes in how TBID funds are budgeted and reported through the new Management District Plan (MDP), providing greater transparency into how investments align with NTCA's strategic pillars and community priorities.

NORTH TAHOE NTCA COMMUNITY ALLIANCE

NorthTahoeCommunityAlliance.com

NORTH TAHOE CHAMBER

NorthTahoeChamber.com

LAKE TAHOE TRAVEL

LakeTahoeTravel.com

TOT-TBID DOLLARS AT WORK NORTH LAKE TAHOE

The TOT-TBID Dollars At Work program is powered by the North Tahoe business community. Thank you to the business owners who created the Tourism Business Improvement District.

100 North Lake Blvd. | Tahoe City, CA 96145 | 530-581-6900