



TAHOE PROSPERITY CENTER

**Tahoe Prosperity Center  
Annual Update  
El Dorado County Board  
of Supervisors  
2025**



# ABOUT TAHOE PROSPERITY CENTER

The Tahoe Prosperity Center  
was established in 2011 to  
Unite Tahoe's Communities to  
Strengthen Regional Prosperity.

El Dorado County is a founding  
member jurisdiction.



# 2024 in Review

## Q1 to Q4

Q1

Amplified fiscal contributions with USDA and CPUC Broadband Awards

Q2

Coordinated CA State funding and outreach as the El Dorado County Jobs First Ambassador

Q3

Check our progress and impact with the community through TPC Business Walks

Q4

Completed all 15 Tahoe Inc Entrepreneuership Roundtables including 3 Spanish speaking events



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A scenic photograph of a lake with large, smooth rocks in the foreground and snow-capped mountains in the background. The water is clear and blue, reflecting the sky and the surrounding landscape. The title "What We Know" is centered over the image in a large, white, sans-serif font.

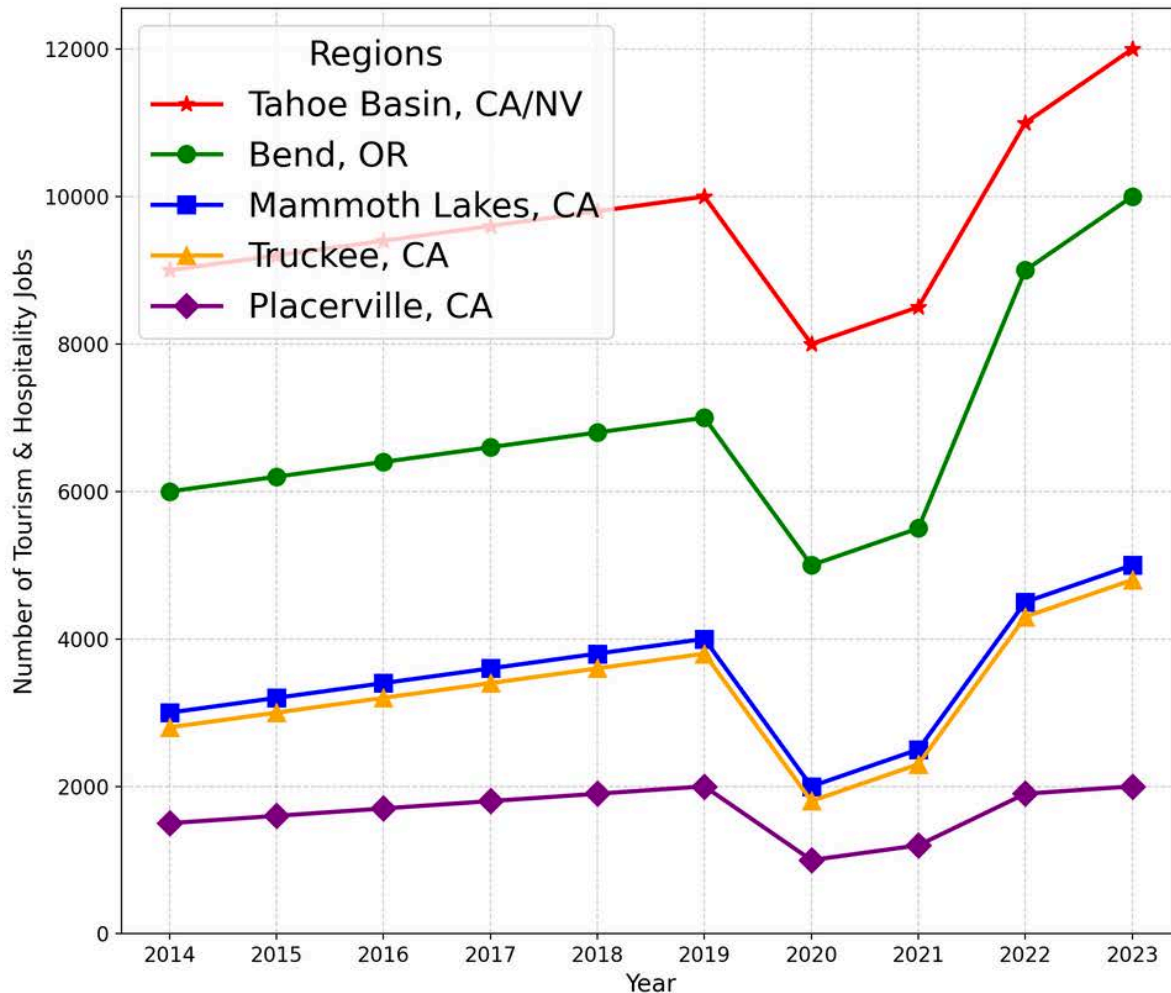
# What We Know



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# Number of Tourism Jobs in Tahoe Compared to other mountain communities

Tourism Employment Comparison:  
Western US Mountain Communities



## Data Sources:

- Bureau of Labor Statistics QCEW Program
- State Departments of Labor:
  - California EDD
  - Nevada DETR
  - Oregon Employment Dept.

## Tourism & Hospitality Jobs Include:

- Accommodation Services
- Food & Beverage
- Recreation & Entertainment
- Ski Resort Operations
- Tourism Transportation
- Retail (Tourism-Related)

## Geographic Areas:

- Tahoe Basin: 96150, 96141, 96142, 96145, 96146, 96148
- Bend: Deschutes County, OR
- Mammoth Lakes: Mono County, CA
- Truckee: Nevada County, CA
- Placerville: El Dorado County, CA



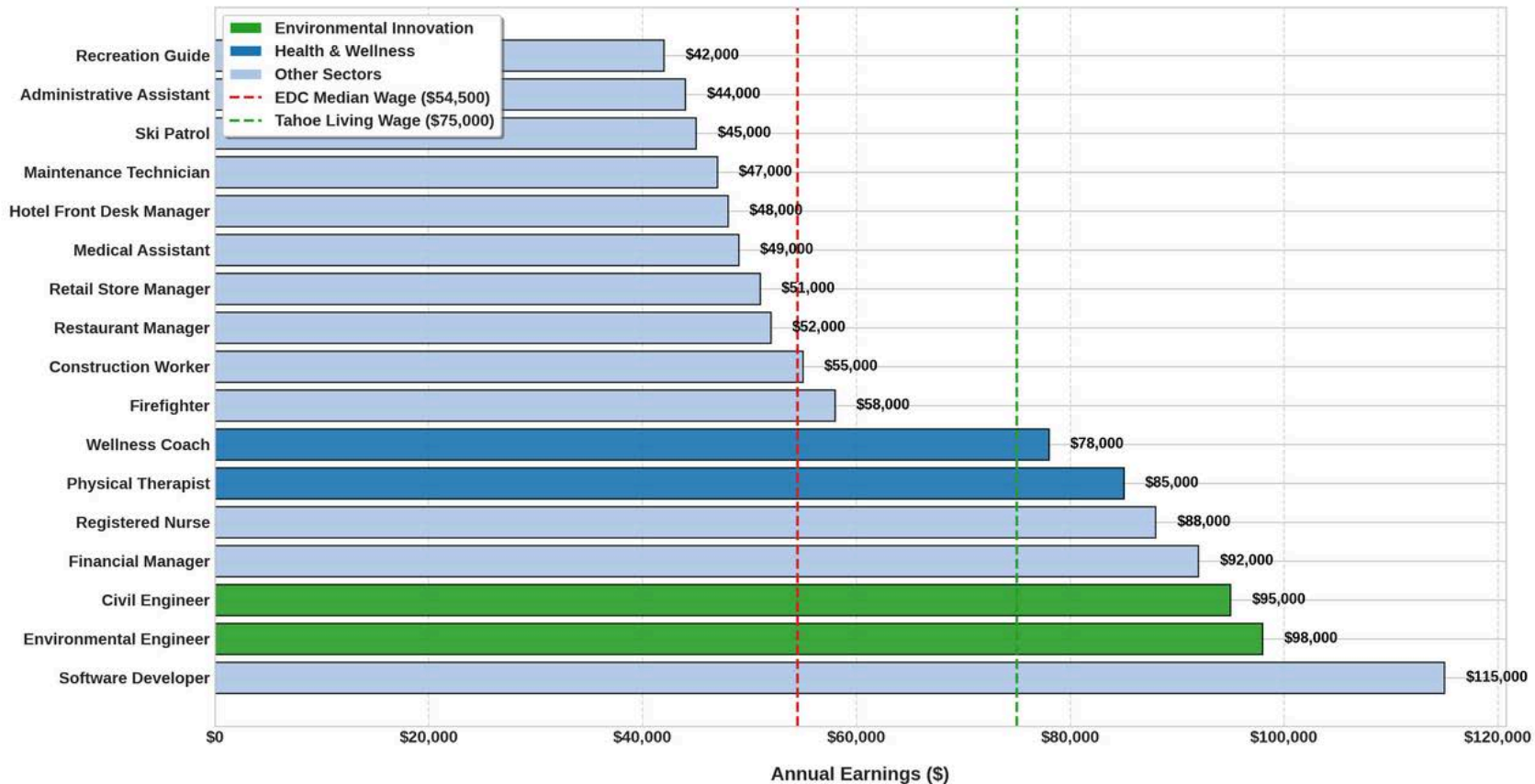


# Earnings Indicators



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Median Annual Earnings by Job Title  
Tahoe Basin Area (2024)



Data Sources: Bureau of Labor Statistics Occupational Employment and Wage Statistics (May 2023), California EDD Labor Market Information, Nevada DETR Workforce Report, Tahoe Prosperity Center Living Wage Report

Notes: Wages represent median annual earnings based on full-time employment (base salary only).  
Geographic area: Lake Tahoe Basin. Living wage maintained at \$75,000 per Tahoe Prosperity Center benchmark.

## Prosperity Playbook Industry Sectors Providing Living Wage Careers

# IN THE EL DORADO COUNTY PORTION OF LAKE TAHOE

**42%**



Employment Distribution:

- Tourism & Recreation: 42%
- Retail: 15%
- Healthcare: 12%
- Other Sectors: 31%

Source: Lightcast 2025.1 (QCEW Employment Data)

**65%**



Business Landscape:

- Small Businesses (1-4 employees): 65%
- Medium Businesses (5-19 employees): 25%
- Large Businesses (20+ employees): 10%
- Total Active Businesses: ~1,200

Source: US Census Bureau County Business Patterns, 2024

**29 minutes**



Average commute to work in  
El Dorado County

**38%**



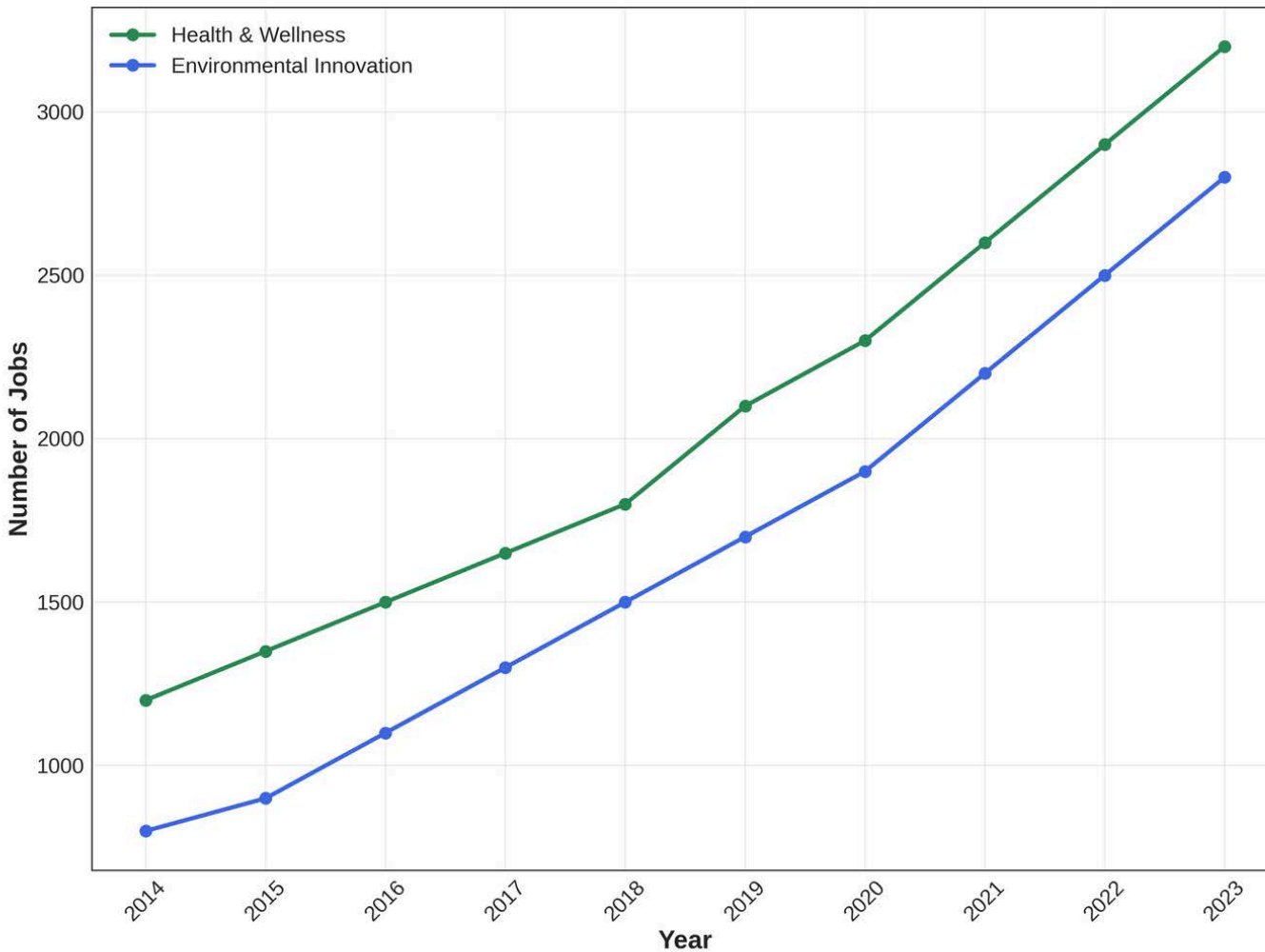
Hold a Bachelors degree or  
higher



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# Envision Tahoe Indicators on Job Creation

Job Growth in Target Sectors (2014-2023)  
Tahoe Basin Region



Data Sources:

- CA EDD Quarterly Census of Employment & Wages
- BLS QCEW Industry Classifications
- Tahoe Basin ZIP codes: 96150, 96151, 96152, 96155

Health & Wellness includes:

- Healthcare Services (NAICS 62)
- Recreation & Fitness (NAICS 713)
- Wellness Services (NAICS 812)

Environmental Innovation includes:

- Environmental Consulting (NAICS 54162)
- Scientific Research (NAICS 5417)
- Green Construction (NAICS 236-238)
- Environmental Technology

**+267%**

GROWTH IN  
EDUCATIONAL  
SERVICE JOBS

**-19%**

GROWTH IN ARTS,  
ENTERTAINMENT  
AND RECREATION  
SECTOR JOBS

**+55%**

GROWTH IN  
HEALTHCARE AND  
SOCIAL ASSISTANCE  
SERVICE JOBS





# 2024 Shared Successes



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# LEVERAGING EL DORADO COUNTY'S \$30,000 ANNUAL CONTRIBUTION TO THE TAHOE PROSPERITY CENTER - **PUBLIC SAFETY**



## Alert Wildfire Cameras

TPC coordinates implementation and funding of wildfire prevention cameras basin wide, protecting our communities, businesses and residents.



## LTCC Public Safety Center

TPC's economic data and support helped the recent award of **\$8.6 million** to build the new training complex.



## Google Foundation + Local Residents

We amplify local investments through collaborative partnerships with the Google Foundation and local residents.



## CA State Implementation Funding

Leading efforts to help bring part of the **\$120 million** in CA Jobs First state funding to El Dorado County.



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# LEVERAGING EL DORADO COUNTY'S \$30,000 ANNUAL CONTRIBUTION TO THE TAHOE PROSPERITY CENTER - HOUSING



## Sugar Pine Village

Two major housing projects that TPC contributed to achieved milestones by breaking ground. Sugar Pine had its first residents move in October 2024 as part of Phase 1.



## LTCC Student Housing

LTCC originally applied for consideration for housing funding and was awarded with **\$39.3 million** just seven months later thanks to housing data and support from TPC.



## County Coordination

TPC coordinates housing data and studies regionally to ensure efficiency and increased output that comes with collaboration and data sharing.



## Placemate

TPC's housing data, needs assessments and action plans allow organizations like Placemate and others to provide housing options for local residents.



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# LEVERAGING EL DORADO COUNTY'S \$30,000 ANNUAL CONTRIBUTION TO THE TAHOE PROSPERITY CENTER - **BROADBAND**



## Host Regional Broadband Consortia Meetings

Lead agency for the Tahoe Region Broadband Consortium and facilitator of the Tahoe Basin Project recognized by the CPUC.



## Goal: 98% of the Tahoe Basin has access to the Internet

Continued work and identification of areas that are in need of high speed internet service to reach the goal.



## Coordinated Federal and State Funding

Helped El Dorado County gain information and support to access **\$66.2 million** in BEAD funding for completion of last and middle mile funding projects .



## USDA + CPUC

TPC facilitates two major grants through the CPUC and USDA to facilitate broadband expansion in the Basin.



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# LEVERAGING EL DORADO COUNTY'S \$30,000 ANNUAL CONTRIBUTION TO THE TAHOE PROSPERITY CENTER - **ECONOMIC DEVELOPMENT**



## CA Jobs First

The Tahoe Prosperity Center is the El Dorado County Ambassador for California Jobs First. Current Catalyst fund projects available up to **\$9 million**.



## Business Walks

Led the basin wide effort to connect with local businesses in person and via surveys for feedback on local needs.



## CA State General Fund

We amplify this work by assisting and supporting with grants and projects that draw funds from the State of California to El Dorado County.



## USDA Rural Development

TPC uses federal funds to ensure that efforts are coordinated throughout historically excluded communities in the basin and surrounding areas.

# 2024 BUSINESS WALKS FEEDBACK

Key findings from the survey indicate that while many businesses are stable or growing, there is still a significant need for **workforce housing and improved transportation** infrastructure. These challenges are echoed in the Envision Tahoe Prosperity Playbook, which highlights the need for a **coordinated regional approach** to address these issues and support economic resilience. The survey also underscores the importance of tourism to the local economy, with most businesses considering it very important. This aligns with the Playbook's focus on balancing tourism and leveraging the region's reputation for health and wellness to **attract new investment**.



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# HOW CAN YOU COORDINATE WITH THE TAHOE PROSPERITY CENTER



TPC increases awareness of business support programs and services available to area businesses.



TPC enables leaders from business groups to share information about the services they offer and share learnings with each other to thrive.



TPC tracks business climate over time to inform program development, investment, and business messaging.

# THANK YOU



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