



## TAHOE PROSPERITY CENTER

### Answers to the County Clerk of the Board questions:

#### **1) The purpose of County involvement in TPC;**

The Tahoe Prosperity Center (TPC) was initially created in 2011 out of the collaborative effort of the 2010 Lake Tahoe Basin Prosperity Plan. That effort consisted of funding and leadership by the El Dorado County Board of Supervisors. All government jurisdictions funded the Prosperity Plan and the creation of the Tahoe Prosperity Center. At the time of incorporation, it was determined that the best way to ensure continued collaboration in the Tahoe region would be to have all six Tahoe jurisdictions (Carson City, NV; City of South Lake Tahoe, CA; El Dorado County, CA, Douglas County, NV; Placer County, CA and Washoe County, NV) represented on the organization Board of Directors. All jurisdictions currently, with the exception of El Dorado County are represented on this board.

The purpose of County involvement in TPC is to promote the objectives of the organization, which also support the County's objectives related to community and economic development. El Dorado County Board of Supervisors' priorities related to the work of the TPC (and therefore worth continued collaboration and partnership) are as follows:

- One of the top five overarching goals for El Dorado County is: *"Encourage Economic Development: Prioritize, focus and collaborate."* The Tahoe Prosperity Center is the County's partner in ensuring this goal is realized for the Tahoe Basin portion of El Dorado County.

Other Economic Development Goals for El Dorado County include:

- *Collect and provide economic and demographic data*
  - The Tahoe Prosperity Center recently completed an economic and demographic report for the Tahoe Basin, titled *Measuring for Prosperity*. That report has been shared with County Supervisors and staff of the Economic Development department.
- *Instituting a "Business and Economic Development Scorecard"*
  - The TPC is conducting a Workforce Tahoe project and will be interviewing businesses all around the Tahoe Basin. We will actively engage businesses in El Dorado County and include any survey information that can be used to meet the goal of a scorecard.
- *Rebrand and market El Dorado County business and economic development*
  - The TPC will continue to promote economic development in the Tahoe portion of the County.
- *Identify, align and support local and regional business and economic development efforts*
  - The TPC is actively engaged in all regional and local economic development efforts and should reduce any redundancy for County staff.
- *Identify and survey the entrepreneurial business community to determine needs*

- The TPC is currently working with our local colleges and businesses to promote an entrepreneurial environment in the region. In addition, our work to expand high speed internet access and cell phone coverage should help promote more of these types of businesses in the region. Finally, our survey of businesses during the Workforce Tahoe project will provide much needed data to the County on entrepreneurial business needs.
- *Work with existing incubators, business and research parks, higher education, and workforce development officials to connect entrepreneurs to existing financial tools, resources and facilities.*
  - The TPC is a partner with one of the region's current business incubators, Lake Tahoe Community College and regional workforce development organizations to determine options to promote Tahoe as a viable place to live and work. Our Workforce Tahoe project will provide much needed data to the County as we begin to tackle the issues of potential job competition to the communities outside the region, such as Reno, NV.

## **2) Demonstrates the purpose/value of a Board member being appointed;**

The mission of the Tahoe Prosperity Center is uniting Tahoe's communities to strengthen regional prosperity. The primary focus of Tahoe Prosperity Center is economic and community development, therefore partnership with each government jurisdiction in the region is critical. One of our priority projects is expanding high-speed internet access and cell phone coverage in the region. These are significant priorities for many of the residents and businesses located in the El Dorado County portion of the Tahoe Basin. Much of our success with the CA Public Utilities Commission grant submittal in 2014 was due to our partnership with all of Tahoe's government jurisdictions. In order to continue our work to promote economic development, expand broadband and improve our communities, it is vital that a representative from El Dorado County be appointed to the Tahoe Prosperity Center Board of Directors.

## **3) What their role would be on the TPC Board.**

All jurisdictions have equal representation on the Tahoe Prosperity Center Board of Directors. Every board member represents various sectors of the community (government, business, non-profit, education, health and wellness, tourism and chambers of commerce) All Board members have one seat and one vote.

Currently the following members are represented from the other five jurisdictions:

Carson City: Lee Plemel, Redevelopment Director

City of South Lake Tahoe: Wendy David, Mayor

Douglas County, NV: Lisa Granahan, Economic Vitality Manager

Placer County, CA: Jennifer Merchant, Deputy County Executive Officer

Washoe County, NV: Kitty Jung, County Commissioner