

Lake Tahoe Basin Prosperity Plan

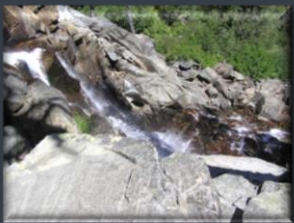
Cluster Framework & Analysis

Developed by:

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Presented by:

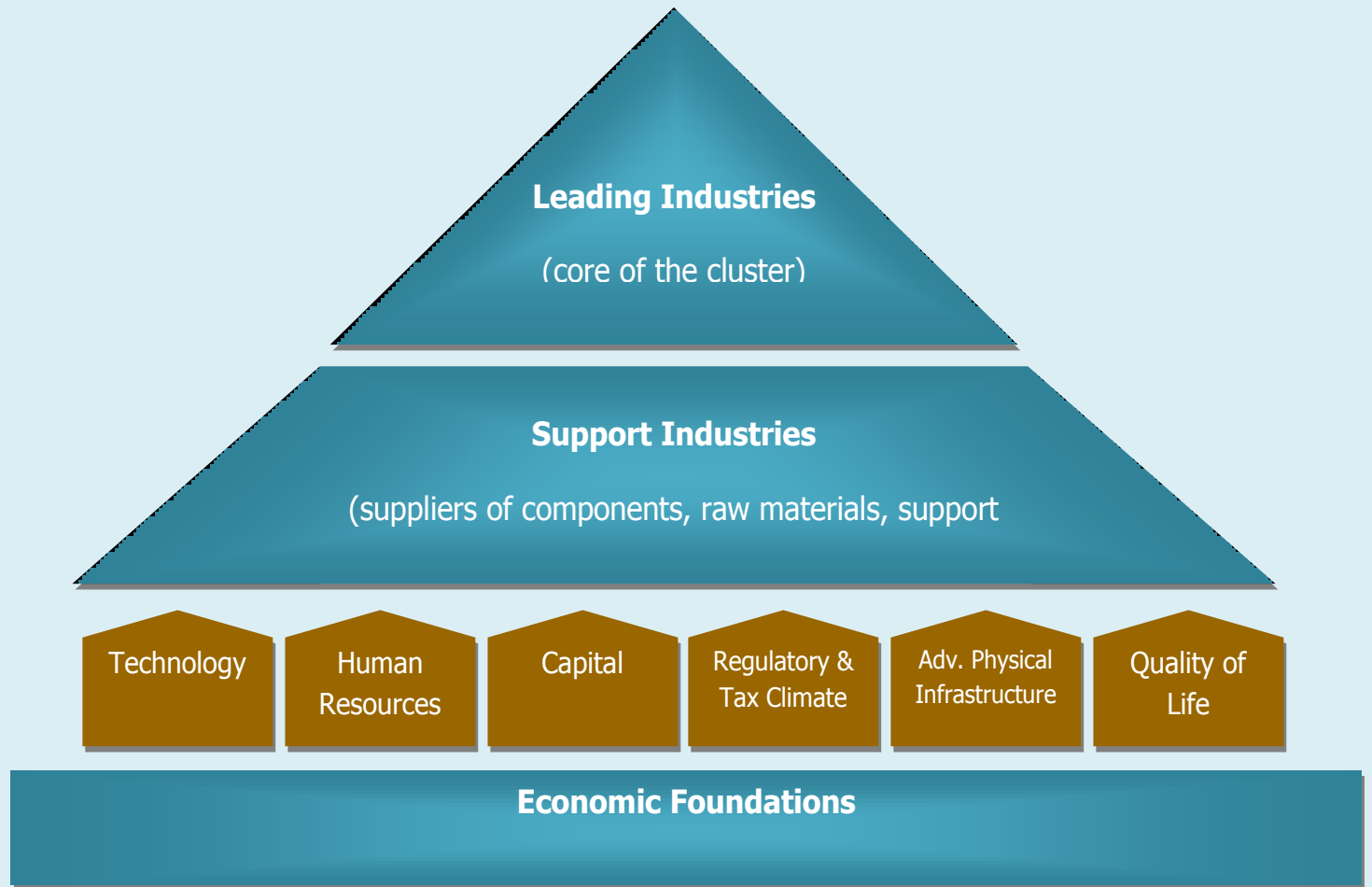
Michael Ward, Project Manager



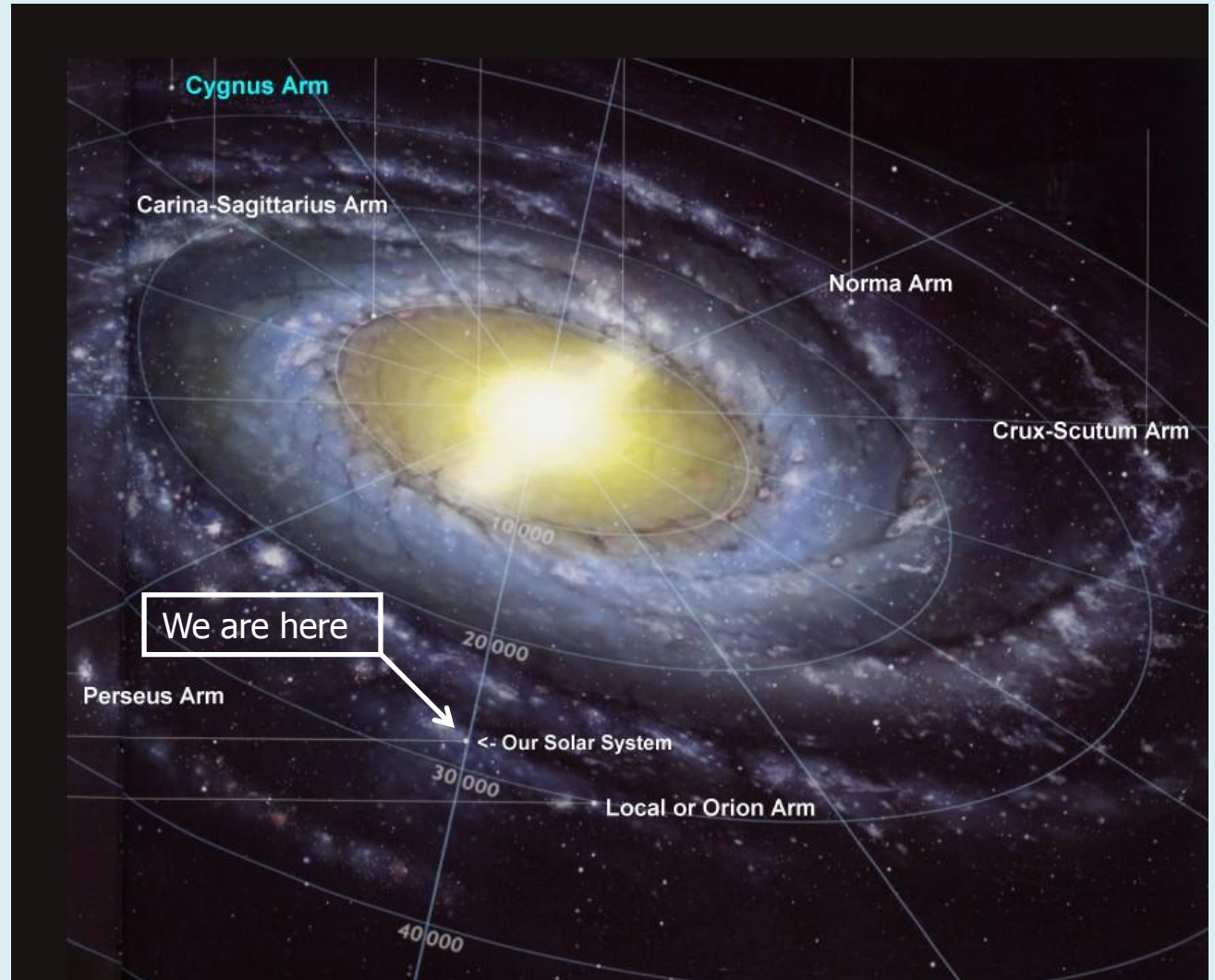
Discussion Guide

- How Clusters Work
- Initial Cluster Definitions from RFP
- Proposed Cluster Groupings
- Process for Cluster Analysis/Meetings
- Report and Presentations

Cluster Framework



Cluster Framework



Today's Existing Clusters

- Tourism
- Hospitality
- Entertainment/Cultural
- Recreation
- Health Care
- Education
- Government
- Research and Science
- Non-Profit Organizations



Emerging Clusters

- Ancillary Businesses for Existing Clusters
- Environmental Technology: Air, Water, Waste
- Information Technology
- International Research for Outdoor Apparel and Equipment
- Health Care: Telemedicine, Sports Medicine
- A Business Accelerator: Green Business, General Business
- Clean Energy Businesses
- Transportation
- Historic Preservation
- Cultural



What's Taken Place?

- Steering Committee selected 8 clusters for study
- Center for Economic Development, CSU Chico conducted cluster analysis, with input from ADE and Center for Economic Development, UNR
- Analysis considered regional linkages such as Placerville, Sacramento and Carson Valley
- Results of analysis were reviewed in two focus groups held in March
- Steering Committee met to determine 3 priority cluster groups



Proposed Cluster Groupings

1) Visitor Services (and Geotourism)

- Tourism
- Hospitality
- Entertainment/Cultural Resources and Amenities
- Recreation
- Historic Preservation
- Transportation (tours, moving visitors in and out, etc.)



Proposed Cluster Groupings

2) "Green Businesses" / Environmental Innovation

- Green Building
- Renewable Energies
- Energy Efficiency
- Recycling and Waste
- Air Quality
- Water and Wastewater
- Forest, Watershed and Lake Management and Restoration (Ecological Services)
- Finance and Investment (e.g., carbon trading)



Proposed Cluster Groupings

3) Health and Wellness

- Health Services
- Sports Medicine
- Telemedicine
- Holistic/Environmental Medicine/Wellness



Next Steps - Cluster Workshops

Round 1:

- Visitor Services/Tourism Regional Cluster Opportunities
 - April 22nd, 10:00-12:00; Embassy Suites, City of South Lake Tahoe
- Green Business/Environmental Innovation Regional Cluster Opportunities
 - April 22nd, 2:00-4:00; Embassy Suites
- Health and Wellness Regional Cluster Opportunities
 - April 21st, 2:00-4:00, Lake Tahoe Community College



Priority Cluster Workshops

Round 2:

- Visitor Services/Tourism Regional Cluster Opportunities
 - May 19 or 20, North Shore location
- Green Business/Environmental Innovation Regional Cluster Opportunities
 - May 19 or 20, North Shore location
- Health and Wellness Regional Cluster Opportunities
 - May 19 or 20, North Shore location



Tahoe Basin Prosperity Plan

- Draft report to be reviewed by Steering Committee at the June 11 meeting
- Presentation planned for TRPA Governing Board session on June 24
- Final report with implementation plan due August 2010
 - Public meetings to be scheduled



Project Steering Committee

- Carson City County, Nevada
- El Dorado County, California
- City of South Lake Tahoe
- Douglas County, Nevada
- Education Community: represented by Lake Tahoe Community College & Lake Tahoe School
- Lake Tahoe South Shore Chamber of Commerce
- North Lake Tahoe Chamber of Commerce
- Placer County, California
- Tahoe Regional Planning Agency
- Washoe County, Nevada
- Western Nevada Development District

