

Tahoe Chamber Community Vision

In 2020 the South Shore of Lake Tahoe will be a vibrant community with a diversified and robust economy, and a built environment that complements the natural environment. Our focus and investments in Community, Economy and Environment balance one another to create an incredible sense of place where people desire to visit, recreate, live, work and invest.

Tahoe Future

A South Shore Community Vision

2020



TahoeChamber.org

tahoefuture.org

Economic Vitality

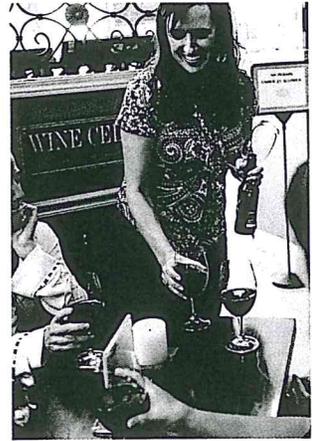
Tahoe Chamber is committed to economic vitality defined as adequate jobs, products and services to support the community. Without a sufficient and stable tax base our community cannot provide acceptable services for residents or visitors such as parks, police, fire, transportation and social services. Vitality is achieved through a balanced and proactive approach to revitalization, environmental protection and a positive business climate supported by business, government, community and organizations working collaboratively towards a common vision.

The Role of the Chamber

The Chamber is dedicated to developing, promoting and serving Lake Tahoe businesses to achieve our Community Vision. Our members, staff and programs center on creating a strong local economy supported by a network of relationships among the community. The Chamber represents business to government, promotes the community, provides relationship building opportunities, and advocates for political action to ensure investment in Community, Economy and Environment.

Tahoe Chamber will:

- Advocate for policy and planning documents to include functional economic and business perspectives (fair, timely and predictable outcomes) and reasonable fees
- Formulate a recognized economic revitalization process through collaboration to retain and attract businesses
- Produce meaningful educational forums, workshops and programs to educate entrepreneurs and businesses

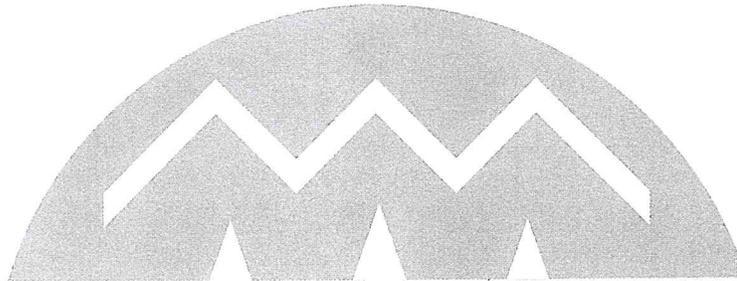
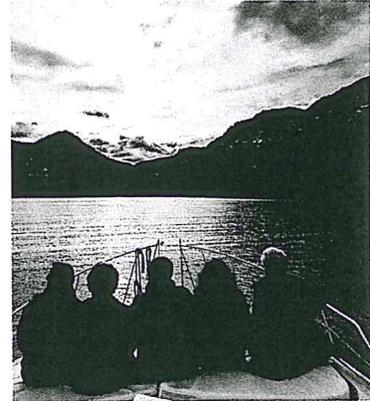


Quality of Life

Tahoe Chamber is committed to quality of life defined as affordable and comfortable housing opportunities; access to quality education and health care services; cultural and artistic programs; and the ability to enjoy the scenic beauty and multi-faceted recreation offerings in the Tahoe basin.

Tahoe Chamber will:

- Maintain an active role in support of tourism including recreation, arts and culture
- Advocate for a balanced approach to job opportunities and housing units
- Support efforts towards higher standards of education, health care and facilities
- Support access to scenic and recreational opportunities for residents and visitors

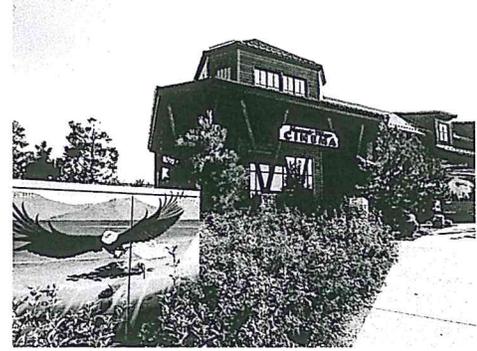


Sustainability

Tahoe Chamber is committed to supporting policies and programs designed to increase accountability and participation related to environmental and economic measures that enrich our community.

Tahoe Chamber will:

- Advocate for policies and programs which promote economic, environmental and community sustainability
- Recognize businesses that have implemented sustainable and best management practices
- Educate the private community on their role in making sound decisions related to how we manage our environment



Infrastructure

Tahoe Chamber is committed to smart growth and sensible regulations for new investment to advance technical and physical infrastructure that supports business and community.

Tahoe Chamber will:

- Actively engage with the Tahoe Prosperity Center and other partners in pursuing economic infrastructure including digital delivery
- Support implementation of the Mobility 2035 Plan that strives to provide enhanced, multi-modal transportation
- Support efforts to attract capital investment (public and private) to the Basin
- Advocate for prioritization of the maintenance of our infrastructure

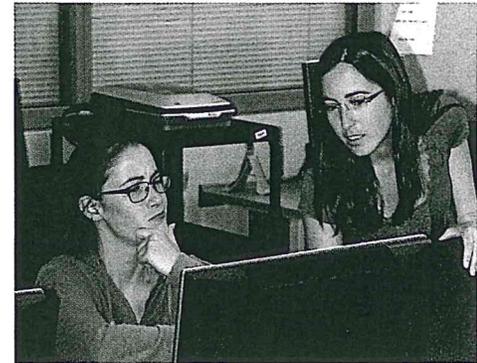


Intellectual Capital

Tahoe Chamber is committed to intellectual capital defined as the collective knowledge of the community that promotes education, business innovation and advancement, workforce capacity, and an educated citizenry. A highly skilled workforce is essential to a competitive vibrant local economy.

Tahoe Chamber will:

- Support collaboration between K-12, vocational, and higher education to provide competent trained workers for local businesses
- Educate current and future elected officials, policy makers and community leaders to act in the best interest of the total community
- Assist local businesses and organizations to maximize their human resources
- Promote and assist in fostering a culturally rich learning community.



The Role of Business

Business is an integral part of the community—acting as the vehicle for jobs, local investment, and opportunities to connect. Business plays a key role in community leadership, volunteerism and encouraging an environmental ethic that aligns our business practices with the natural environment. Business attracts and sustains intellectual and investment capital within our community.

“It is clear that neither local government nor private business can make this change alone. If this partnership does not occur the status quo will effectively remain in place.

Similarly, the business and “private” communities are inter-dependent and mutually supportive. So by extension, if the partnership between government and business does not extend to the community at large, change will be unlikely.”

Stated at the 2012
Economic Forum

The Role of the Citizen

Neighbors, co-workers and friends play a vital role in shaping our future in partnership with the public and private sectors by becoming well educated and involved.

If you would you like to share your vision with the Tahoe Chamber, or to join our efforts towards building a greater economic and environmentally sustainable community, please contact us.

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Photography: LTVA (Rick Gunn), South Tahoe Standup Paddle, Lauren Lindley Photography, Lake Tahoe Community College, Tahoe Transportation District and Weidinger Public Relations.