

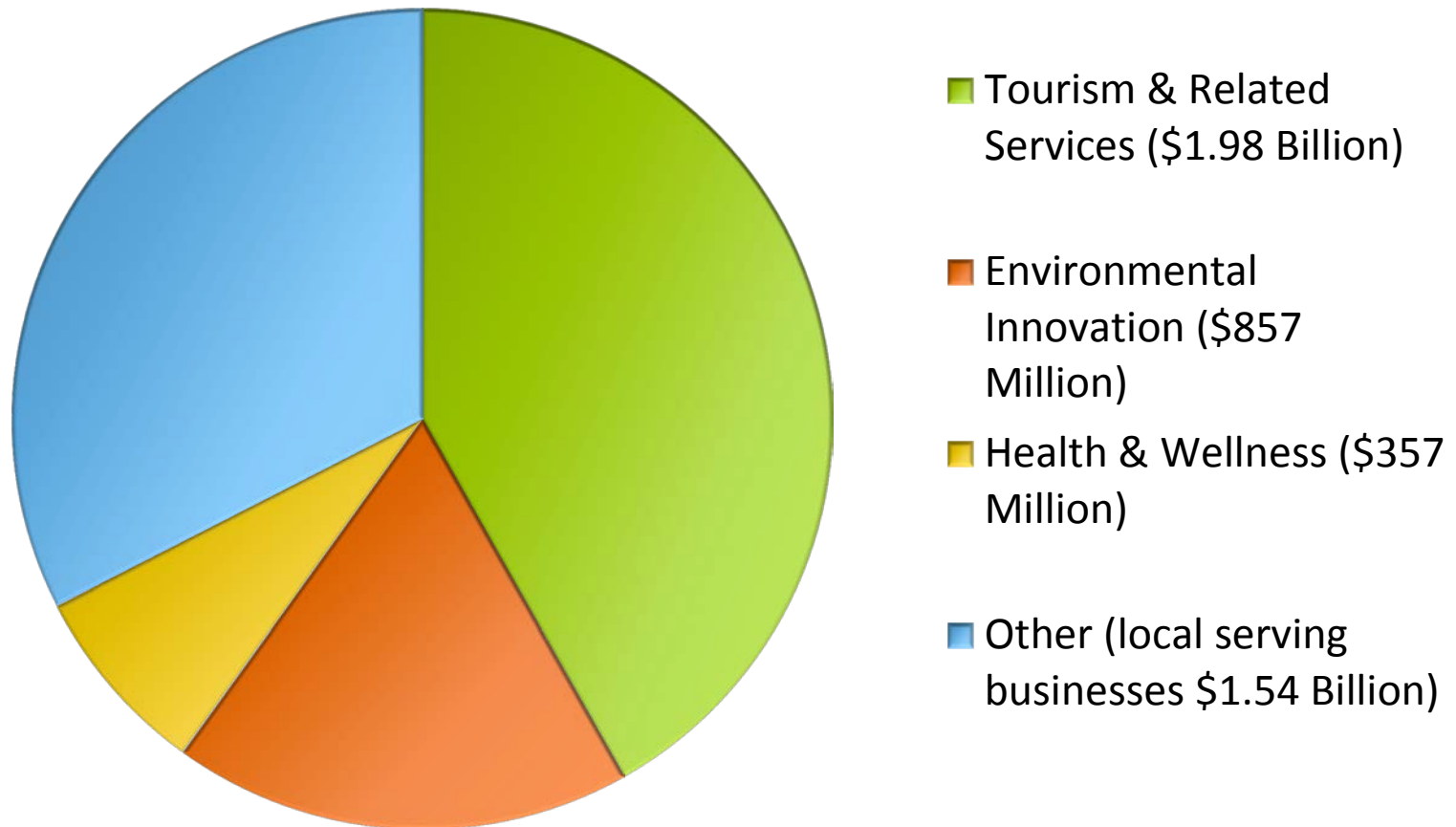


Tahoe Prosperity Center

Community and Economic
Development
Advisory Committee
July 28, 2016

Tahoe is a \$5 billion regional economy.

Yearly Revenue generated in the Tahoe Basin





TAHOE PROSPERITY CENTER
tahoeprosperity.org

We are one community

2
states

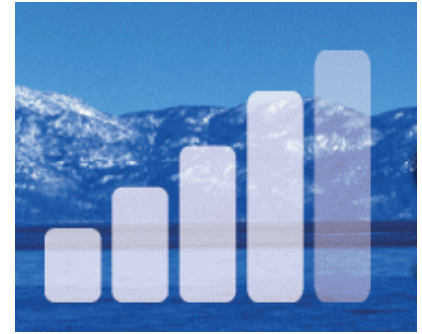
1
Lake

6
govt's

18 regional
authorities

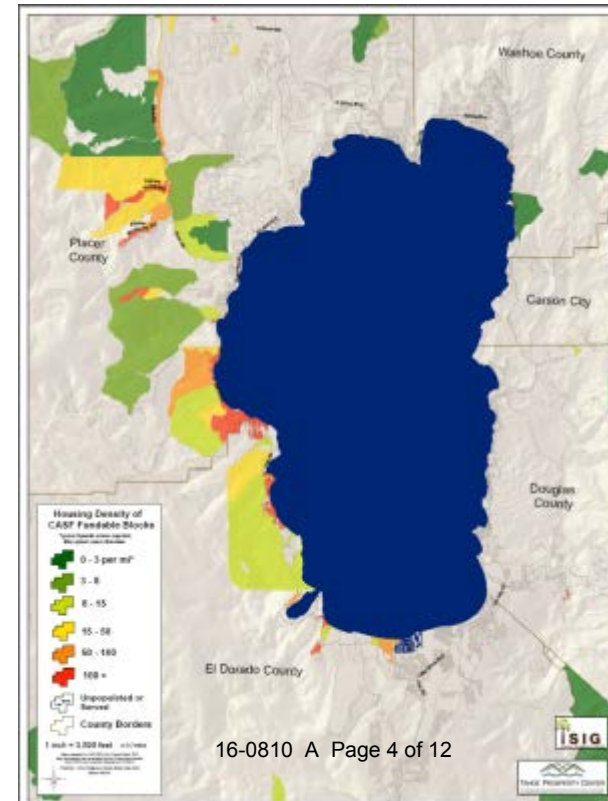
198
Plan
Areas





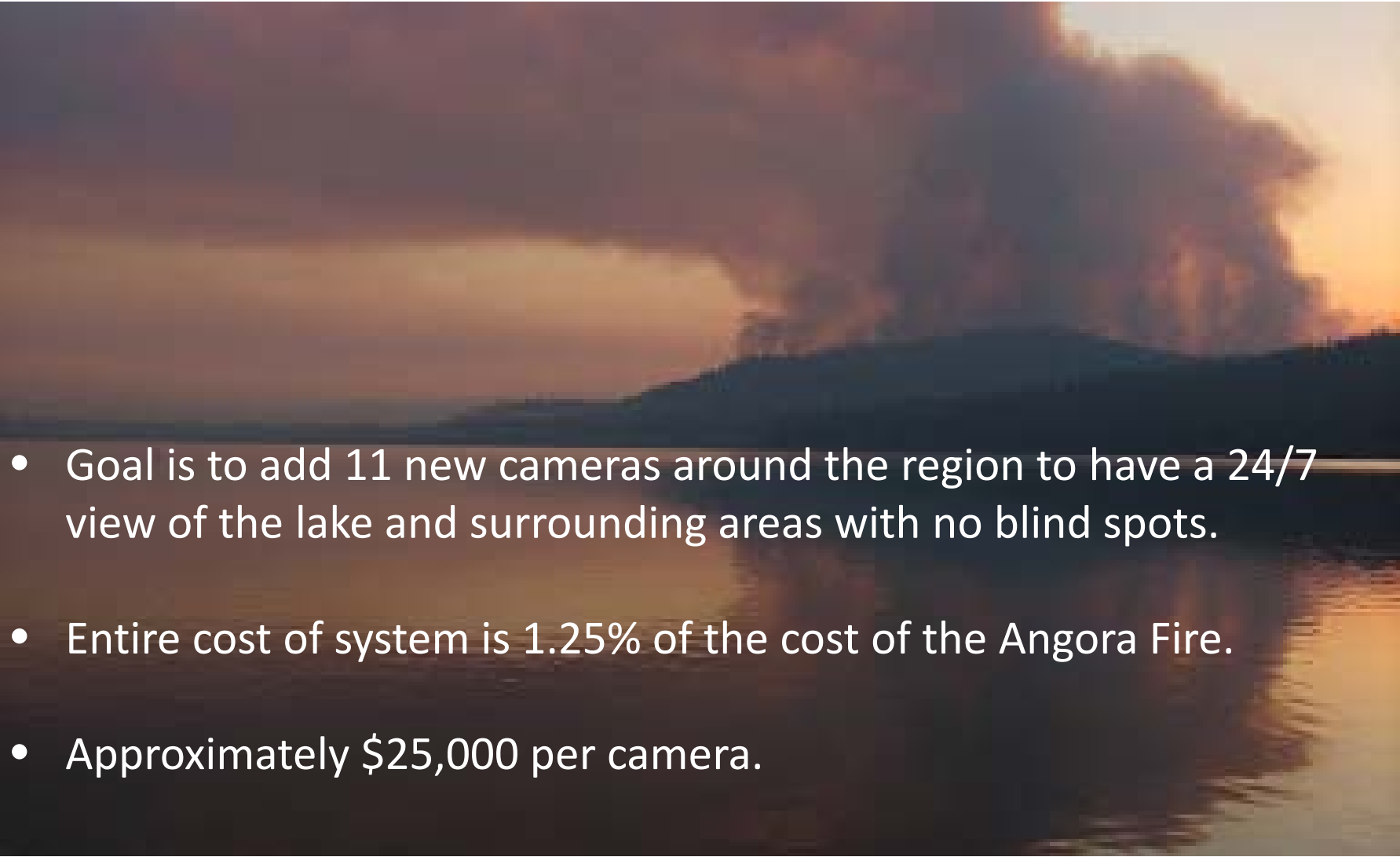
Grant Goals:

- To expand high-speed internet into underserved communities (*<6mbs down & <1.5mbs up*)
- Maximize cell coverage and capacity for Tahoe Basin residents, businesses and visitors
- Minimize the cell tower/communication site footprint
- Make the permitting process more predictable and efficient





AlertTahoe (fire camera system)

- 
- Goal is to add 11 new cameras around the region to have a 24/7 view of the lake and surrounding areas with no blind spots.
 - Entire cost of system is 1.25% of the cost of the Angora Fire.
 - Approximately \$25,000 per camera.



■ Economic Indicators

- Overnight stays/ TOT
- Average daily hotel rates
- Skier days
- Sales tax collections
- Median home prices
- 2nd-homeownership rates
- Per capita income
- Total employed/unemployed
- Jobs by industry
- Development in urban areas

■ Community Indicators

- Population growth/decline
- Public and private school enrollment
- Registered voter participation
- College enrollment
- Crime rates
- Payers for hospital services
- Diagnosis groups of concern

Measuring for Prosperity Initial Highlights:



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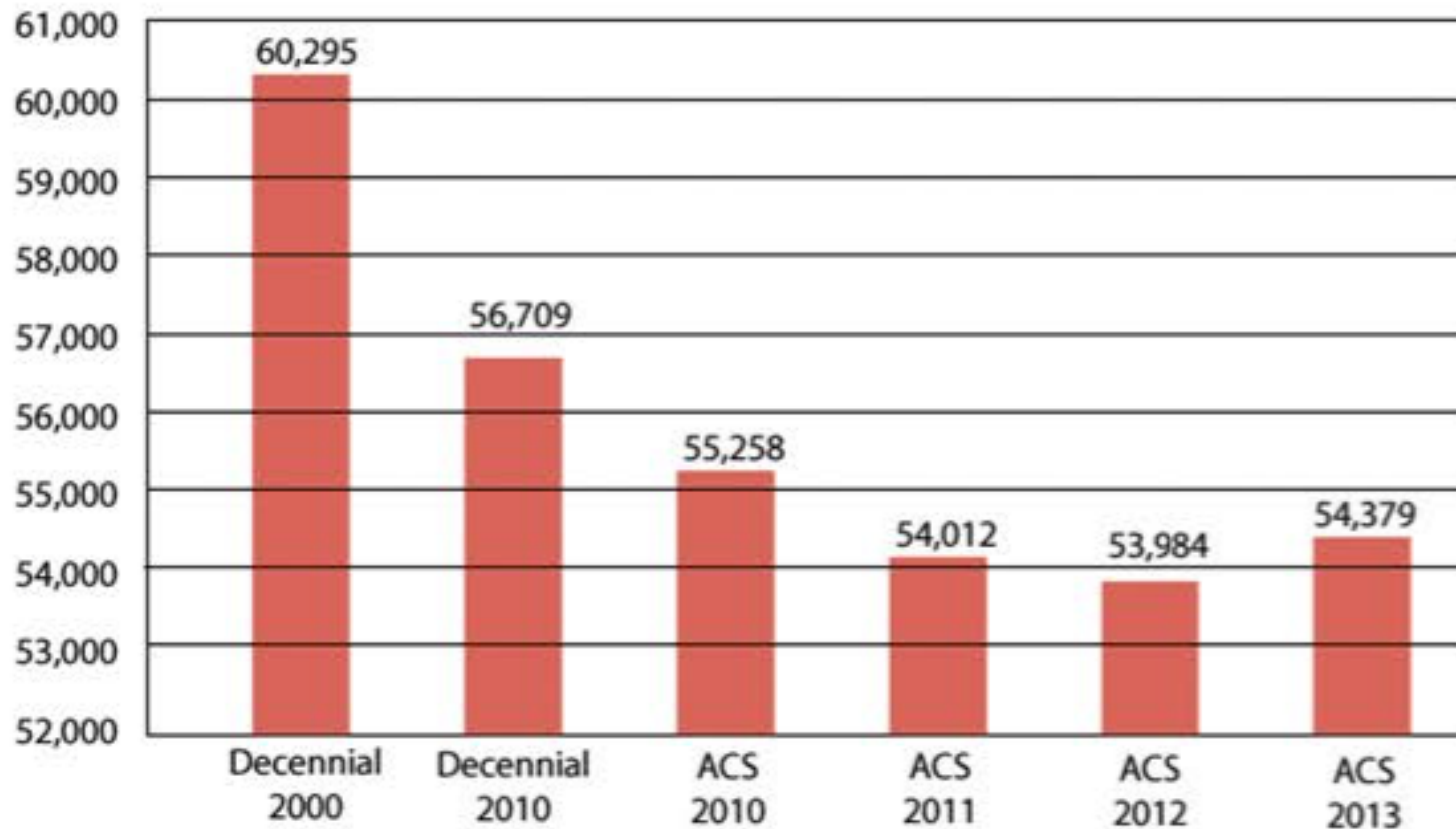
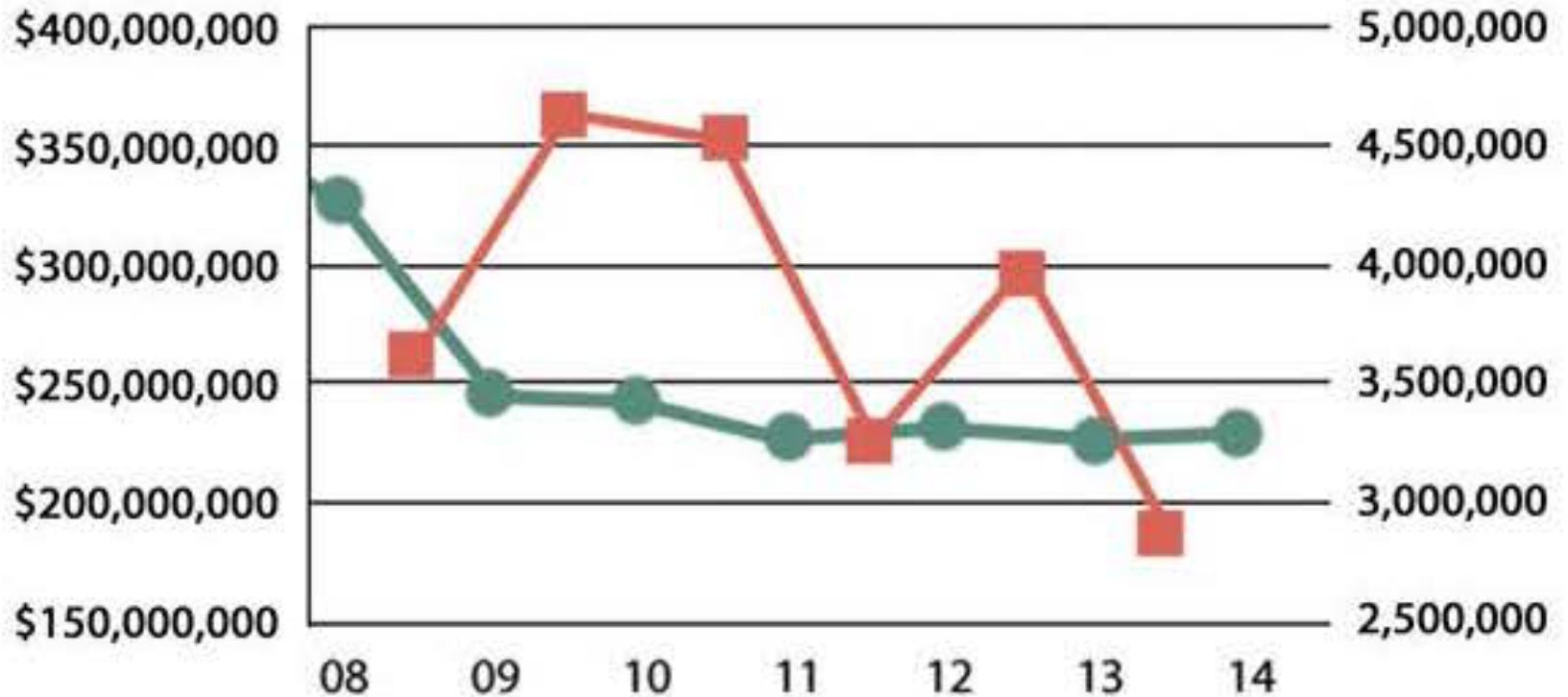


Chart Source:
ADE, Inc,
Decennial
Census and
American
Community
Surveys

- Pronounced and sustained population decline, but perhaps some signs of reversing this trend?
- Continued reliance on tourism, but tourism employment has declined from 50% of total employment in 2003 to 44% in 2013.



Gaming Revenue and Skier Visit Days



Skier Visit Days



Gaming Revenue

Skier Visit Days Source: Bob Roberts, CA Ski Industry, Association. Includes: Alpine Meadows, Boreal, Diamond Peak, Mt. Rose, Northstar, Homewood, Squaw, Sugar Bowl, Tahoe Donner, Heavenly, Kirkwood, Sierra-at-Tahoe. Gaming Revenue Source: Nevada Gaming Control Board

Housing Affordability (or not)

- Incomes continue to decline - not keeping up with inflation
- Home Price to Income Ratios:
 - Reno 5 to 1
 - San Francisco 8 to 1
 - Tahoe: 10 to 1!
- 10,000 commute over Spooner Summit/Kingsbury Grade every day both directions.



Redevelopment is a positive indicator

- The areas that have undergone redevelopment are performing much better than the “neglected” areas.
- The market is responding positively to reinvestment.



Next Steps: Workforce Tahoe Project

- Just completed – Workforce Business Walks – interviewing businesses about existing employment and business challenges.
- Next step – evaluate that data and compare to current and future labor market factors. July – August
- Final phase – develop strategies and partnerships that can implement solutions to address the priority challenges. Sept – December
- Let's work together to diversify job opportunities within our core industry sectors: Tourism and Visitor Services, Environmental Innovation, and Health and Wellness.



Together we can do this!

- Community Revitalization.
- Workforce Expansion within existing Economic Clusters.
- Connected Tahoe – become a viable destination to live, work and play.



Image: 20th Century Fox