

TAHOE PROSPERITY CENTER

# Uniting Tahoe's Communities to Strengthen Regional Prosperity

[www.tahoeprosperty.org](http://www.tahoeprosperty.org)



# The Tahoe Prosperity Center

Prosperity is defined as *the condition of being successful or thriving, especially economic well-being.*

In 2010, the Lake Tahoe Basin Prosperity Plan identified economic trends and declines within the region and suggested initiatives to recover Tahoe's economy. The Tahoe Prosperity Center (TPC) is the basin-wide organization created out of that effort.

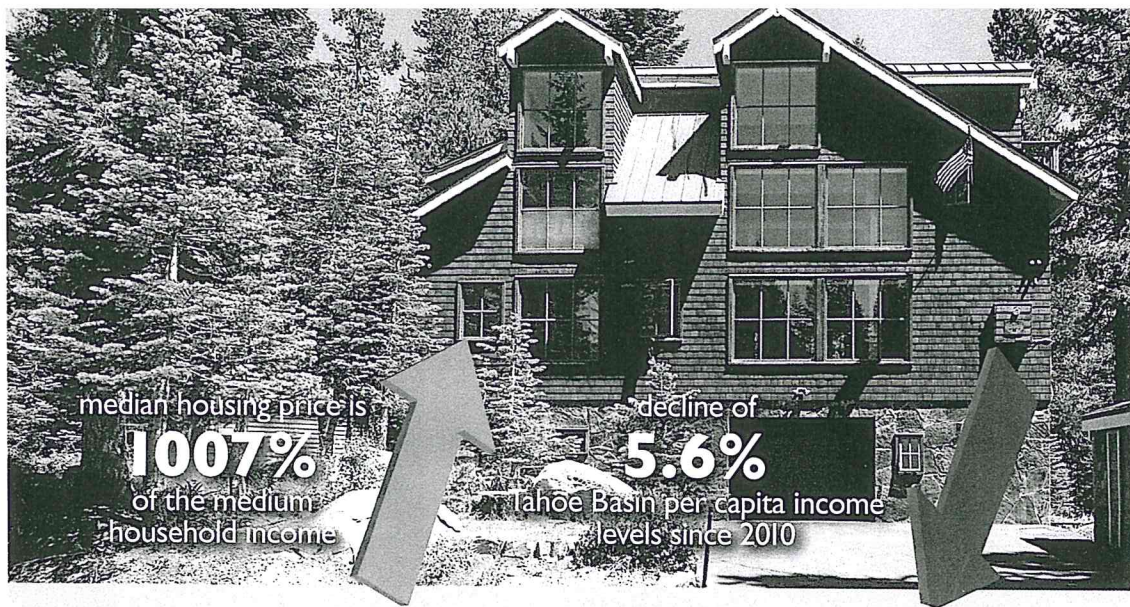
The TPC's work revolves around creating opportunities for vibrant communities, thriving businesses, diverse careers and higher wages. As the catalyst for regional economic vitality, the TPC ensures that the community and environment are a part of the picture. All our work relates to the Prosperity Plan and our Strategic Pillars: Collaborative Leadership, Infrastructure Improvements, Economic and Community Revitalization, Capital Generation, and Policy and Planning.

Please join our efforts, support these critical projects, and get involved in transforming Tahoe.



South Lake Tahoe Bike Park  
Photo Credit: David Clock Photography





## Measuring for Prosperity

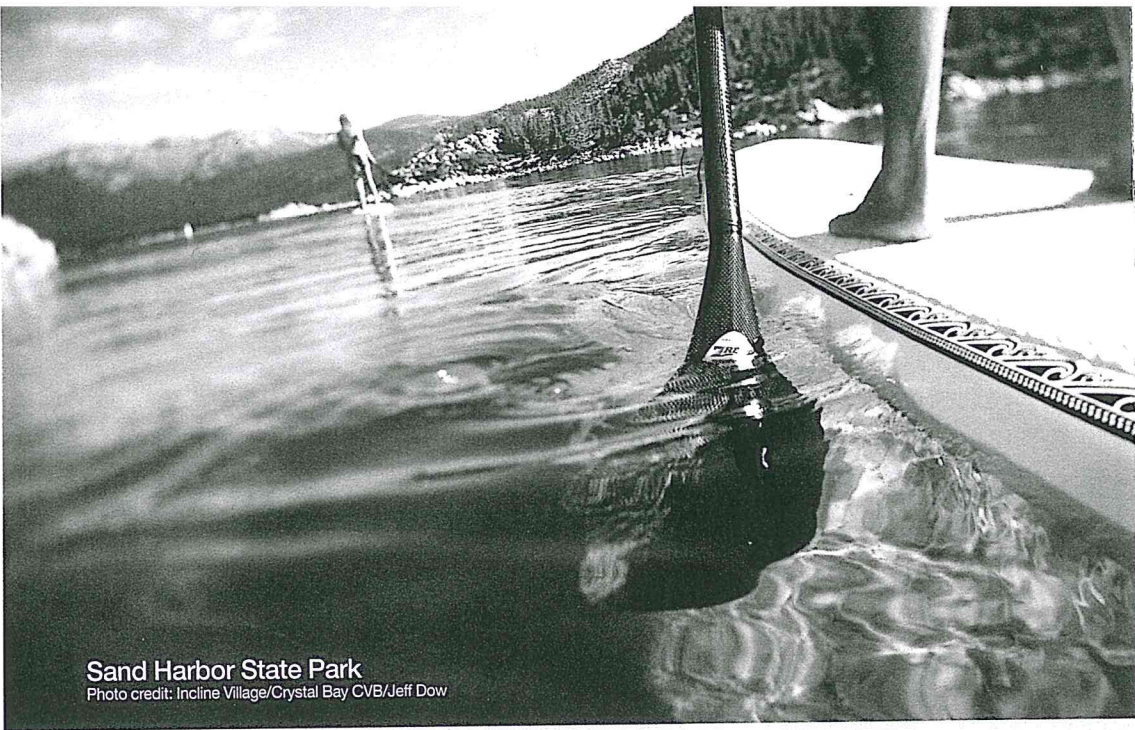
The *Measuring for Prosperity* report includes data for over twenty community and economic indicators, specific to the Tahoe Basin.

Highlights from the report include:

- The first population increase in the Tahoe Basin in more than a decade.
- Housing costs continue to outpace local income levels. Tahoe's ratio for housing cost to income is 10 to 1. San Francisco/Bay Area is 8 to 1.
- Unemployment is still above average.
- Towns that have invested in redevelopment are thriving.

The Tahoe Prosperity Center is bringing our communities together to address some of these issues so we can reduce unemployment, increase workforce housing options and revitalize all our towns.

This report can be accessed online at:



Sand Harbor State Park

Photo credit: Incline Village/Crystal Bay CVB/Jeff Dow

## Creating Thriving Communities

Lake Tahoe will always be a great place to visit. It is also an amazing place to live, but it isn't an easy place to make a living. Our region should have vibrant town centers, affordable housing options, community gathering areas and art in public spaces. These improvements to our towns would reflect the beauty of our natural environment and enhance the experience for those who live and visit here.

Join our efforts to accelerate positive change:

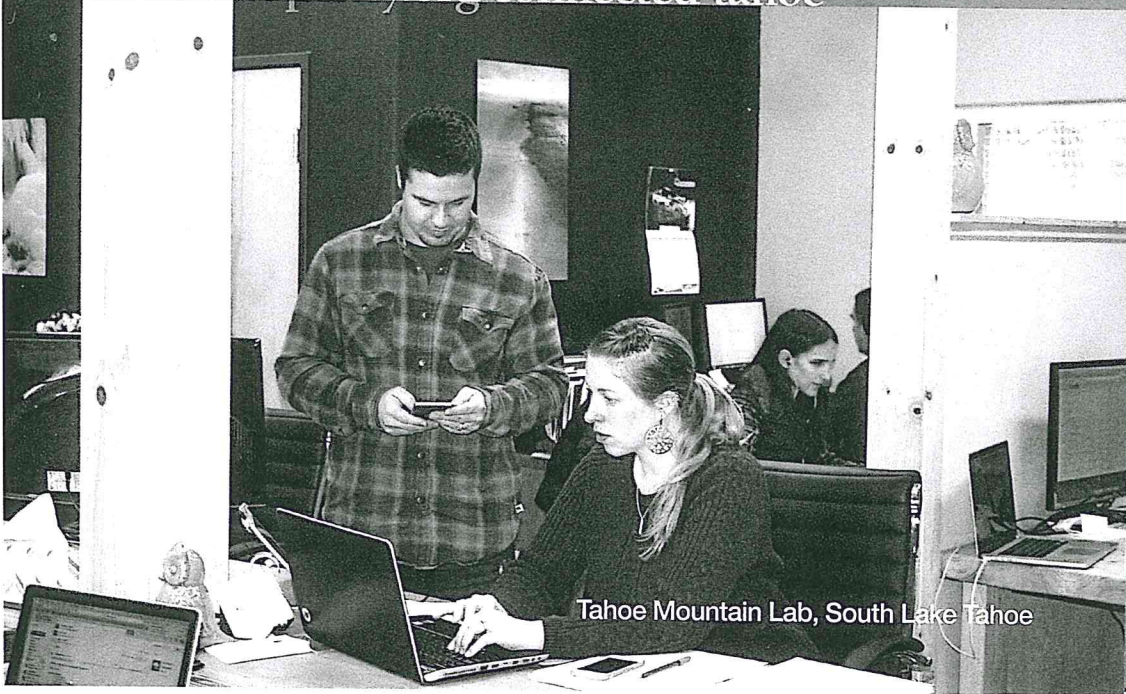
[www.tahoeproprosperity.org/investment-campaign](http://www.tahoeproprosperity.org/investment-campaign)



# Developing a Connected Tahoe

A comprehensive broadband network, from fiber optics to wireless, is a prerequisite to community vitality and sustainability. From public safety to business to educational applications, the current inadequacies in connectivity diminish the Basin as a viable location to live, work and play. One of the TPC's goals is to lead efforts to transform the Basin into a connected community with superior digital infrastructure. We are also working to expand cell phone coverage and add emergency preventative fire cameras (AlertTahoe) so another Angora Fire does not devastate our community, environment and economy.

[tahoeprosperity.org/connected-tahoe](http://tahoeprosperity.org/connected-tahoe)



Tahoe Mountain Lab, South Lake Tahoe



# Supporting a \$5 Billion Local Economy

The TPC is a leader in convening environmental, government, academic and business interests to develop policies that encourage transformation of the region's outdated and blighted development to better complement its natural splendor. We also promote efforts to create jobs, build wealth, diversify the local economy and improve residents' quality of life.

[www.tahoeprosperity.org/workforcetahoe](http://www.tahoeprosperity.org/workforcetahoe)







## Strengthening Regional Prosperity

Tahoe is beginning to see a fast-paced start-up and entrepreneurial workforce come to our region. The TPC promotes innovation so that there are opportunities for new companies to succeed in Lake Tahoe and strengthen regional prosperity.

The Tahoe Prosperity Center is integral to the Lake Tahoe Basin's economic vitality. Uniting six counties and two states is no easy task, but the TPC will continue to ensure our residents and communities thrive.



[www.tahoeprosperity.org](http://www.tahoeprosperity.org)



# One Voice

There has been no unified voice for Tahoe's communities, environment, and economy—until now. The Tahoe Prosperity Center works across city, county, and state boundaries, in this collaborative space, bringing leaders together to strengthen regional prosperity. #TPC #tahoe Prosperity



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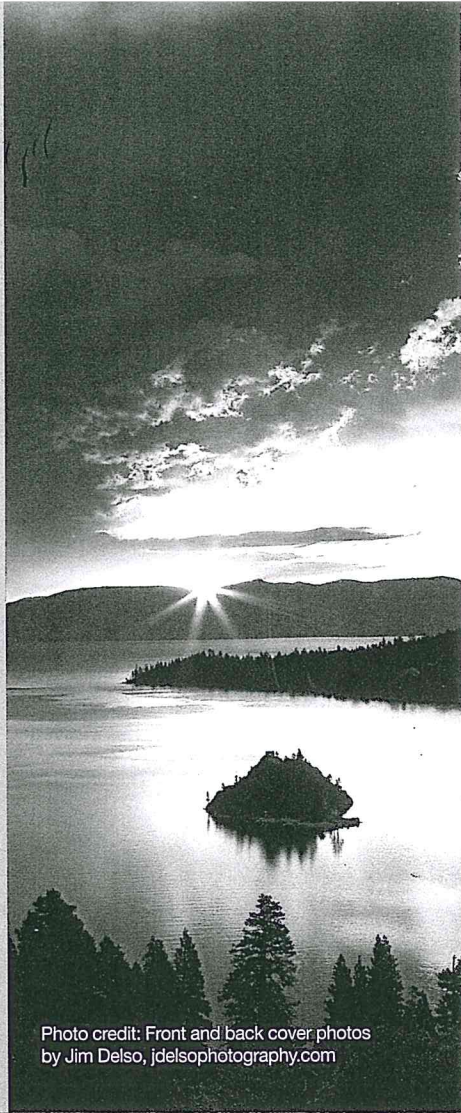


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