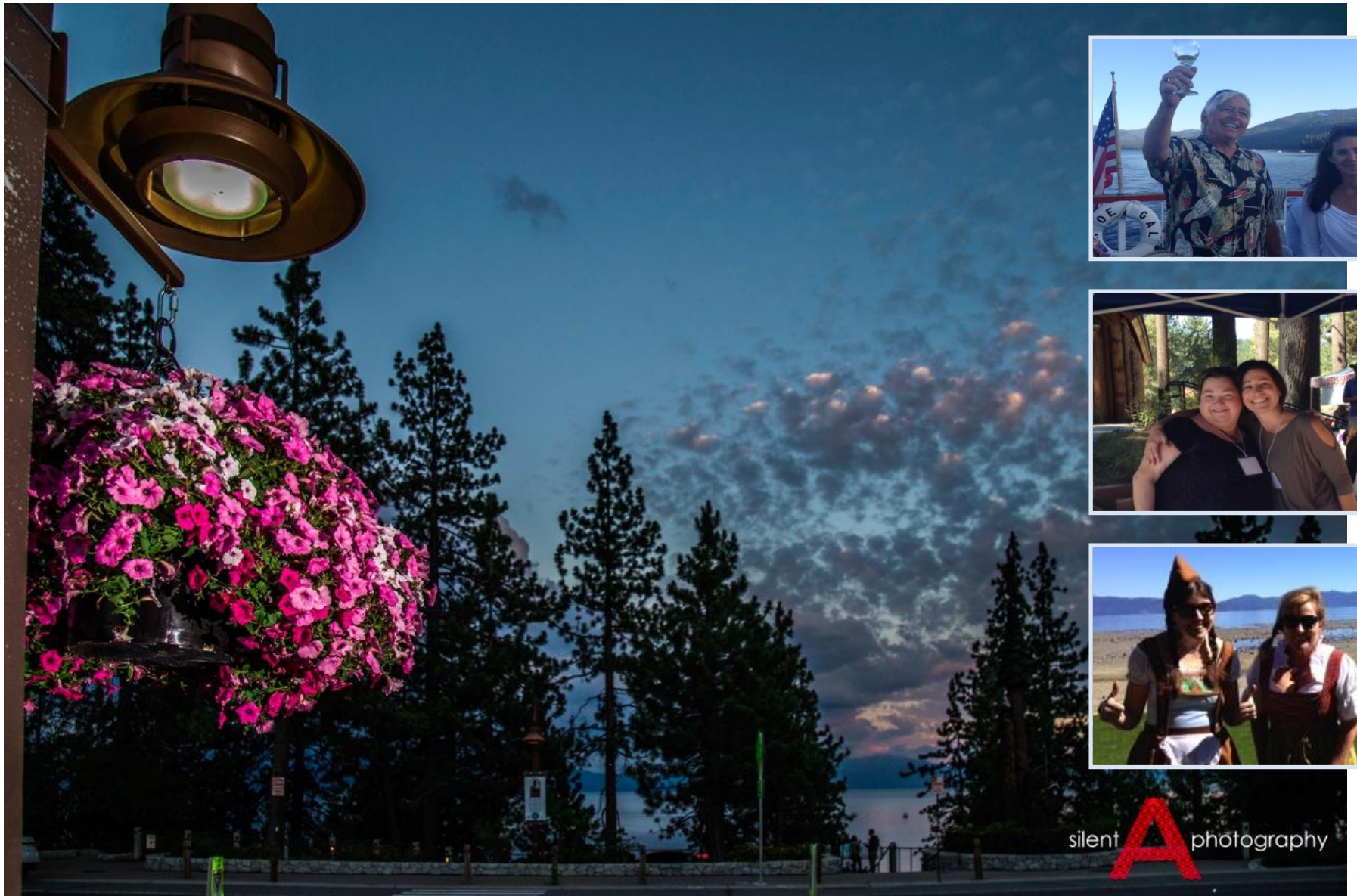


TAHOE CITY DOWNTOWN ASSOCIATION
YEAR IN REVIEW • 2014



silent **A** photography

MISSION

The Tahoe City Downtown Association is dedicated to the promotion and enhancement of the Tahoe City community. Through innovation, leadership, advocacy, and events, TCDA serves as the local voice to maintain a vibrant and prosperous place to live, work, play and visit.

FOCUS AREAS

- Produce **great events** to strengthen, engage and build community
- Implement **creative marketing** to communicate Tahoe City as THE place for hip, innovative people
- **Advocate** for a better Tahoe City
- Serve as a **catalyst for innovation**
- Strengthen TCDA's capacity in order to support our **community building vision**

VISION

TCDA seeks to make Tahoe City America's Best Mountain Town.

Join the movement!

Board of Directors

Gary Davis, Gary Davis Group, *President*

Katherine Hill, The Tahoe Weekly, *Vice President*

Michael Gelbman, Sierra Sun, *Treasurer*

Kathy Nicholas, Management and Marketing Professional, *Secretary*

Sherina Kreul, Plumas Bank

Hal Slear, James Harold Galleries

Bill Dietz, Tahoe Luxury Properties

Andrew Laughlin, Tahoe City Kayak

Danielly Moya, Any Mountain

Greg Mickiewicz, Tahoe Marine Supply and Tahoe Ski Works

Javier Rodriguez, North Lake Tahoe Historical Society / Sierra Nevada College

Staff

Stacie Lyans, *Executive Director*

Jamie Olson, *Office Manager*

Dana Tanner Powell, *Event and Volunteer Coordinator*

C o n t e n t s

A note from Executive Director...4

Membership.....5

Event Highlights.....7

In the News.....8

Opportunities.....9



Credit: Niobe Burden

A note From TCDA's Executive Director

Our 10th year serving Tahoe City residents, visitors and members, was an exciting and successful year for the Tahoe City Downtown Association!

Over the course of 2014, I joined as the organization as the new executive director and we added volunteer and events coordinator Dana Tanner Powell to our team. With the help of our Office Manager Jamie Olson, TCDA also finalized a dynamic strategic plan, expanded many Tahoe City events, doubled downtown beautification projects that included winter holiday lighting and summer flower baskets, joined the Tahoe Public Art movement, began to develop a downtown Community Facilities District and much more – all ways to create more vibrant and prosperous Tahoe City.

In addition TCDA membership has soared to record levels. We welcomed two new Premier Members– upgrading member The Dam Café and newcomer Moe's Original Bar B Que. Moe's and The Dam Café join existing Premier Members: Alpenglow Sports, the Blue Agave, Cobblestone Center, Granlibakken Tahoe, Jake's on the Lake, Northstar California, Sierra Sun, Squaw Valley/Alpine Meadows, Tahoe Dave's Skis and Boards, Tahoe Forest Hospital and Tahoe Luxury Properties as well as more than 150 individual and business members representing diverse industries.

Much of this year's success is due to the significant contributions of volunteers, members, donors and community partners (such as Placer County, NLTRA, TCPUD – to name a few) who provide time, support and financial resources to help our efforts to make Tahoe City the place to live, work, play and visit.

Thank you all for embracing our vision to create the best mountain town in America – Tahoe City!

On behalf of the TCDA Board of Directors and staff, I thank you for believing in our community and look forward to working with you and for you for many more decades to come.

- Stacie Lyans

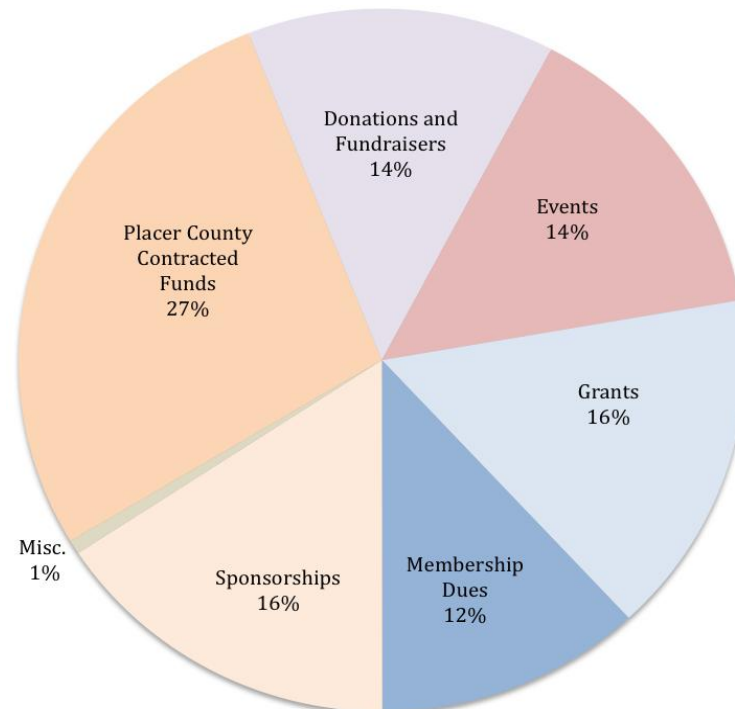


Chart: TCDA 2014 revenue. Total revenue: \$236,486



Membership

150 companies, organizations and individuals support TCDA.
In fact membership accounts for 12 percent of TCDA's annual revenue.



Membership

It's easy to join and convenient to renew annual TCDA membership - simply call TCDA at (530) 583-3348 or go to VisitTahoeCity.com to invest in TCDA's mission to enhance and promote a vibrant and prosperous commercial and social center for residents and visitors.

Premier • 30+ benefits valued at over \$5,000 • Investment: \$1,000

Value • 20+ benefits valued at over \$2,500 • Investment: \$250

Economy • 15+ benefits valued at over \$1,000 • Investment: \$150

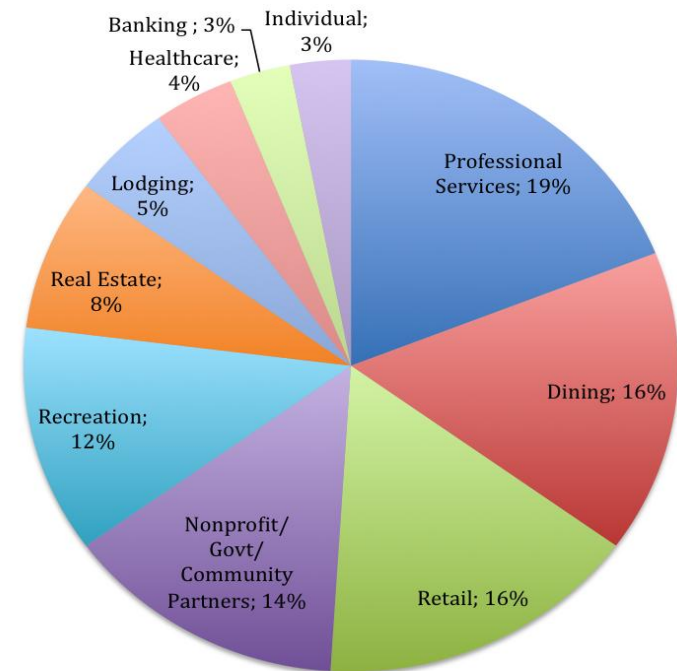


Chart: TCDA 2014 membership by industry

2014 MEMBERS • The Best of Tahoe! (current member list as of 12/5/14)

Premier

Alpenglow Sports
Cobblestone Center
Dam Cafe
Granlibakken Tahoe
Jake's on the Lake
Moe's Original BBQ
Northstar California
Squaw Valley/Alpine
Tahoe Dave's Ski and Board Shop
Tahoe Forest Hospital
Tahoe Luxury Properties
Tahoe World / Sierra Sun

Value

101.5 Truckee Tahoe Radio KTKE
Auerbach Engineering Corp.
Barifot Mountain Photo
Bridgetender Tavern & Grill
Christy Hill
Fat Cat Bar and Grill
Fidelity National Title
Gary Davis Group
Homewood Mountain Resort / West
Shore Cafe
Innovative IT Services
James Harold Galleries
Kila Tahoe LLC
Law Office of Dean Headley
Loverde Builders
North Lake Auto Parts
North Tahoe Cruises
North Tahoe Visitor
Center/NLTRA/Chamber
Olympic Bike Shop
Pepper Tree Inn
River Grill
Silent A Photography
Sunnyside Resort
Swigard's True Value Hardware
Tahoe Art Haus & Cinema
Tahoe City Golf Course/Duncan Golf
Management
Tahoe City Marina
Tahoe City PUD
Tahoe Getaways
Tahoe Logowear Company

Tahoe Marine Supply
Tahoe Tree Company/McBride's Nursery
Tahoe TV / Tahoetopia
Tahoe Youth Ballet
Tahoma Meadows Bed & Breakfast
Cottages
The Blue Agave
The Weekly
Truckee Tahoe Lumber Company
Uncorked Tahoe City
Walton Architecture & Engineering
Wells & Bennett Realtors

Economy

A Pop Above - Kettle Corn
A Sante Lakeside Fitness
America's Best Value Inn
Any Mountain
Atomic Printing
Big Blue Adventure DBA Seventh Wave
Productions
Big Blue BBQ of Tahoe
Bluestone Jewelry
Boys and Girls Club of North Lake Tahoe
Cabin Fever
Cheri's Hand Dipped Ice Cream
Coldwell Banker
Cottage Inn at Lake Tahoe
D'lish Catering / The Burrito Window
David Brown CPA
Dockside 700 Lakefront Grill & Brewery
El Dorado Savings Bank
Fresh Tracks Communications
Gear and Grind Café
Geared for Games
Grass Art Photography
Green Envoy
Hauserman Rental Group
Hemmings and Jarrett
Hester Real Estate
id.3 - Interior Design
Integrated Environmental
Kahn Investment Company
Kiwanis North Lake Tahoe
Kristen Morgan, DDS/West Shore Dental
Lake of the Sky BNI
Lather & Fizz Bath Boutique

Lighthouse Spa
LSC Transportation Consultants, Inc.
Mamasake Food Truck
Market 28
McClintock Accountancy
Moonshine Ink
Nicholas Consulting
North Lake Tahoe Historical Society
North Tahoe Arts
North Tahoe Business Association
North Tahoe Fire Protection District -
Station 51
Pioneer Maintenance
Placer County Sheriff
Plumas Bank
Pomin's Tahoe Hot Tubs
Pure Skin Facial Studio
Radiant Blue Events
Rob Retting Photography
Ron Richman Photography
Rotary Club of Tahoe
Ruffles and Ruffnecks
Sagan Design Group
Save Mart
SDBX Studio
Sierra Senior Services
Sierra State Parks Foundation
Sitkoff/ONeil Accountancy Corporation
Slater Construction
Snow Fest
Souper Wagon
Starlight Enterprises
Summit Ice Melt
Sunnyside Marina
Tahoe Center of Natural Medicine
Tahoe City Chevron
Tahoe City Dental Group
Tahoe City Kayak
Tahoe City Library
Tahoe City Post Office
Tahoe Cross Country Ski
Tahoe Fund
Tahoe Maritime Museum
Tahoe Moon Properties
Tahoe Real Estate Group
Tahoe Safe Alliance

Tahoe Shoe & Clothing Company
Tahoe Sierra Century Ride
Tahoe Sierra Recreation (aka Truckee
River Raft Co)
Tahoe Spirits / Tahoe Blue Vodka
Tahoe T-Shirtery
Tahoe Truckee Community Foundation
Tahoe Vacation Rentals
Tahoe Yacht Club
The Bear League
The Coffee & Ale Connexion, Inc.
The Paper Trail
The Store...Copies and More
The Stress Manager
Topsy Gypsy
TNT-TMA
Trunk Show
UC Davis Tahoe Field Station
US Bank
Vacasa
Video Stop
West Lake Properties
West Shore Association
West Shore Sports
Wild West Communications Group
Willard's Sport Shop
Wolfdale's Cuisine Unique
Zia Lina

Individual

Ayurveda Healing
Darlene M. Pearson
Deborah Godfrey
Lake Level Construction
Margarita Samelson
Melanie Jackson
Nicole Cheslock
Steve Schmiers Jewelry
The Travel Agency

The production, promotion, implementation and evaluation of high quality community events are a cornerstone of TCDA. In 2014, TCDA sponsored ten signature events and contributed to a variety of partner events including Shop Local, SnowFest!, Tahoe City Wine Walk, Lake Tahoe Dance Festival, Tahoe City Day and Farmers Markets.

Jan. 22 **TCDA Membership and Volunteer Party** • 80 gathered for a festive night at Blue Agave.

Feb. 26 /
March 2 **The Cobblestone Relay Races and Wacky Winter Bowling** • Cancelled on account of too little snow.

June 4 **Tahoe Gal** • 90 people enjoyed a magnificent sunset and evening for TCDA's annual spring fundraiser, a sell out event organized by Sherina Kreul.

June 7 **Tahoe City Clean-Up Day** • Over 20 volunteers got down and dirty in Tahoe City and collected 29 bags of garbage from five zones throughout the Tahoe City region.

June 10-22 **Tahoe City Solstice Festival** • High attendance and community engagement characterized the Festival which included partner events - Classic Car Show, Tahoe City Wine Walk and Concerts at Commons Beach.

June 22-Sept. 7 **Concerts at Commons Beach** • TCDA and Tahoe City Public Utility District hosted the 10th annual music series, and even with two rain-out concerts, the series was a huge success thanks to the efforts from our amazing volunteer concert committee led by "Tahoe Dave" Wilderotter, sponsors and many more.

June 28 **Tahoe City Fireworks Street Dance** • Under the leadership of Danielly Moya, this new event at Pete 'N Peters attracted 300 revelers and raised more than \$2,000 for the July 4 fund.



July 4 **Fourth of July Fireworks and Street Faire** • Drawing tens of thousands people to Tahoe City, Dana Tanner Powell organized a successful fundraising campaign of over \$35,000 – far surpassing goals.

Aug. 30-Sept. 1 **Tahoe City Labor Day Sidewalk Sales** showcased downtown's offerings and fostered clearing out summer items to make way for winter merchandise. More than 30 businesses participated.

Oct. 4 **Tahoe City Oktoberfest** • New location at Layton Park/Gatekeeper's Museum drew larger than expected attendance at the praised site on the shore of Lake Tahoe and the Truckee River. (Additionally 60+ "Scarecrows on Parade" filled downtown during the entire month of October – thank you TCDA scarecrow volunteer leader Carol Hestor.)

Nov. 29 **Tahoe City Holiday Hop** • Kicked off the Shop Local holiday campaign and fostered shopping throughout Tahoe City on Small Business Saturday. Photos with Santa were offered at the Watson Cabin.

New in 2014

- **Fireworks Street Dance**
- **Location for Oktoberfest**
- **First Fridays**

TCDA took the lead in growing the grass roots effort launched by Trunk Show, and is working with Member Businesses to improve the program for 2015.

In the News



Feature

Spring into Tahoe City



10000 Lakeside Drive, Reno, NV 89502
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TAKE PLEASURE IN THE JOYS of springtime in Tahoe City, the tranquility on hiking and biking trails and the sheer wonder of being in such a magical place. There are dozens of delicious bites and fun things to do around town, so we've narrowed it down to 25 favorites. Whether you are passing through or looking to spice up your normal routine, let this list of Top 25 things to do in Tahoe City inspire your creativity, sense of adventure and zest for Tahoe.

Highlights

PRINT

Sacramento Bee

- Lake Tahoe for Beer and Family Fun
- Casinos Lighting up Tahoe for July 4
- Sac Bee Escapes: Solstice Festival

Tahoe Powder

Family Friendly Dining

Sierra Sun / Tahoe Bonanza

Monthly Community Pages

Tahoe Action

Solstice Festival Returns to Tahoe City

Tahoe Daily Tribune

- Kick off summer at the Tahoe City
- Solstice Festival
- Tahoe Gal gala to kick off Tahoe City summer

The Tahoe Weekly

Spring into Tahoe City

ONLINE

10Best.com

GoTahoeNorth.com

Granlibakken.com

KVMR.com

MarinMagazine.com

SunnysideResort.com

TahoeCulture.com

TahoeTopia.com

TrinkieWatson.com

BROADCAST

93.9 The Lake (South Lake Tahoe)

101.5 Truckee Tahoe Radio

950 KAHN Radio (Auburn)

Lake Tahoe Television/Outside

KOLO Reno

Opportunities

Opportunities to contribute to a vibrant and prosperous Tahoe City through TCDA abound! Hallmark events build community by catering to multi-generational audiences including both year round residents and visitors.

As we reflect on the previous year and enter 2015, our vision includes strengthening TCDA's capacity through dedicated volunteers, effective committees and improved beatification efforts and increased, diversified revenue streams (grants, membership, events, sponsorships and donations). Our long terms goals include serving as a catalyst for innovation and, to that end, we have a small and passionate group of volunteers serving on TCDA's new Hub Committee to grow innovation in Tahoe City.

With a variety of fun place-based events scheduled for 2015, TCDA welcomes new and returning volunteers to serve on well-run event teams. We will continue to support cherished annual events including those produced by our community partners.

"We are thrilled to partner with others in supporting our mission to build and promote a vibrant and prosperous commercial and social center, and are poised to continue mission-driven and fiscally responsible partnerships in 2015 and beyond."
– Stacie Lyans, Executive Director

2015 Event Highlights

| | | | |
|-----------------|---|-----------------|-----------------------------|
| Jan. 27 | TCDA Membership and Volunteer Party * | July 4 | Fireworks + Beach Party * |
| Feb. 26 | The Cobblestone Relays | July 22-24 | Lake Tahoe Dance Festival |
| March 1 | Wacky Winter Bowling * during SnowFest! | Sept. 5-7 | Labor Day Sidewalk Sales * |
| May <i>tba</i> | Margarita de Mayo * | Oct. 3 | Tahoe City Oktoberfest * |
| June <i>tba</i> | Tahoe Gal Spring Gala * | Oct. 1-31 | Scarecrows on Parade * |
| June 6 | Tahoe City Clean-up Day * | Oct. <i>tba</i> | Halloween Masquerade Ball * |
| June 19-21 | Tahoe City Solstice* including new Silent Disco | Nov. 28 | Tahoe City Holiday Hop * |
| June-Sept. | Concerts at Commons Beach * | Nov.-Dec. | Shop Local |

* TCDA Signature Event



• The Best of Tahoe •

VISITTAHOECITY.COM

• (530) 583-3348 • 425 North Lake Boulevard • P.O. Box 6744 • Tahoe City, CA 96145 •