

TAHOE CITY DOWNTOWN ASSOCIATION  
WHO WE ARE - 2015 YEAR IN REVIEW - FUTURE OPPORTUNITIES



## TCDA Board of Directors

### 2015

**Michael Gelbman**, Sierra Sun/Tahoe World, *President*

**Katherine Hill**, The Tahoe Weekly, *Vice President*

**Sherina Kreul**, Plumas Bank, *Treasurer*

**Kathy Nicholas**, Marketing Professional, *Secretary*

**Gary Davis**, JKGD Architecture & Engineering, *Past-President*

**Hal Slear**, James Harold Galleries

**Bill Dietz**, Tahoe Luxury Properties

**Andrew Laughlin**, Tahoe City Kayak

**Danielly Moya**, Any Mountain

**Greg Mickiewicz**, Tahoe Marine Supply

**Eric Pilcher**, Moe's Original BBQ

### 2016 (newly elected)

**Katherine Hill**, The Tahoe Weekly

**Kathy Nicholas**, Marketing Professional

**Gary Davis**, JK GD Architecture & Engineering

**Hal Slear**, James Harold Galleries

**Bill Dietz**, Tahoe Luxury Properties

**Greg Mickiewicz**, Tahoe Marine Supply

**Eric Pilcher**, Moe's Original BBQ

**Melissa Siig**, Tahoe Art Haus and Cinema

**Christina Perry**, Jake's on the Lake

**Gail Scoville**, SnowFest!, Kiwanis

**Amie Quirarte**, Tahoe Luxury Properties

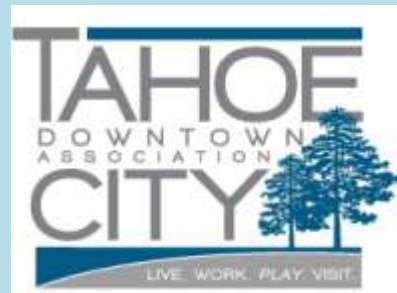
### Staff

Stacie Lyans, *Executive Director*

Jamie Olson, *Office Manager*

Dana Tanner Powell, *Event and Volunteer Coordinator*

(BOD meetings, 3<sup>rd</sup> Wednesday of Month at Granlibakken Tahoe)





## 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.

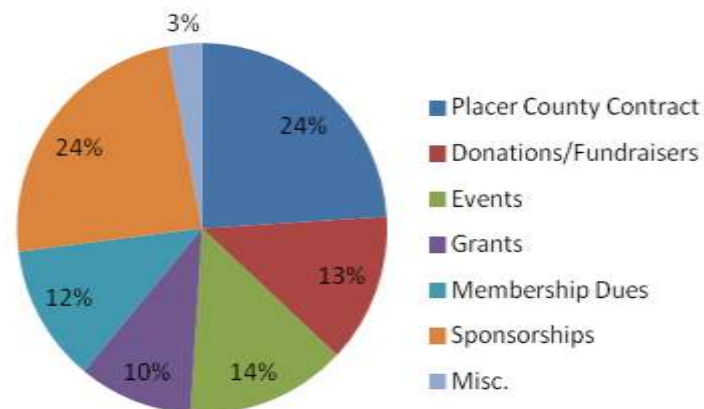
Join the movement!

## TCDA by the Numbers - 2015

- **1**- Finished first year of 3-year strategic plan
- **11** - 11<sup>th</sup> anniversary of TCDA. Formed in 2004 under the guiding principles of Main Street Four-Point Approach (Organization, Promotion, Design and Economic Restructuring)
- **2.5** - 2.5 person staff: Stacie Lyans, Executive Director, Jamie Olson, Office Manager and Dana Tanner Powell, Event Coordinator
- **11** - 11-person volunteer board of directors
- **20** - Produced 20+ Tahoe City Events (partnered on 100+)
- **2** - Produced two FREE Small Business Seminars with SBDC
- **5** - Collaborated on 5+ regional campaigns/programs - Tahoe Public Art, Shop North Tahoe Truckee, Touch Lake Tahoe, My Tahoe Adventure, High Notes and others
- **50,000** - Cultivated \$50,000+ in grants for Tahoe City (\$300,000 joint grant pending for Tahoe City Ice Skating Rink)
- **2,000** - volunteer hours to Tahoe City by over 100 volunteers
- **98** - Provided winter holiday lighting to 98+ trees in Tahoe City
- **60** - Provided 60+ hanging flowers baskets in Tahoe City
- **2822** - Followers on Twitter (31% increase since 2014)  
2360 on Facebook & 1820 on Instagram (57% & 1113% increase)
- **50** - Over 50 Tahoe City advertisements and media placements
- **190** - TCDA membership continued to soar to record levels at 190+ members (24% increase since 2014), including...
- **15** - Premier Members: **Placer County, The Dam Cafe, Moe's BBQ, Oliver Luxury Real Estate, Alpenglowsports, The Blue Agave, Granlibakken Tahoe, Northstar, Jake's on the Lake, Squaw/Alpine, Sierra Sun, Tahoe Forest Hospital, Tahoe Dave's, Tahoe Luxury Properties, Truckee Tahoe Medical**
- **1** - Served as ONE voice for our local business community (Serve as Tahoe City representative at community meetings, i.e. Fanny Bridge project, Area Plan/Mobility Study, Business Association & Chamber Collaborative & much more)

**Thank you to the volunteers, members, community partners and donors who provide time, support and financial resources to help our efforts to make Tahoe City the place to live, work, play and visit.**

## TCDA 2015 Revenue



### 2015 Financial Summary

#### Revenue

Placer County Contracted Funds	\$65,333.00
Donations and Fundraisers	\$35,149.00
Events	\$37,619.00
Grants	\$25,216.00
Membership Dues	\$28,925.00
Sponsorships	\$62,706.00
Misc. Income	\$5,840.00

**Total Revenue \$260,788.00**

#### Expenses

Staff and Payroll Taxes	\$94,089.00
Contractors	\$34,683.00
TCDA General Admin	\$25,480.00
Promotion/Events	\$90,194.00
Beautification	\$15,520.00
<b>Total Expenses</b>	<b>\$259,966.00</b>

In Kind Contributions \$4,150.00

Net Income **\$822.00**

*More information available upon request.*





## Membership

190+ 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](http://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

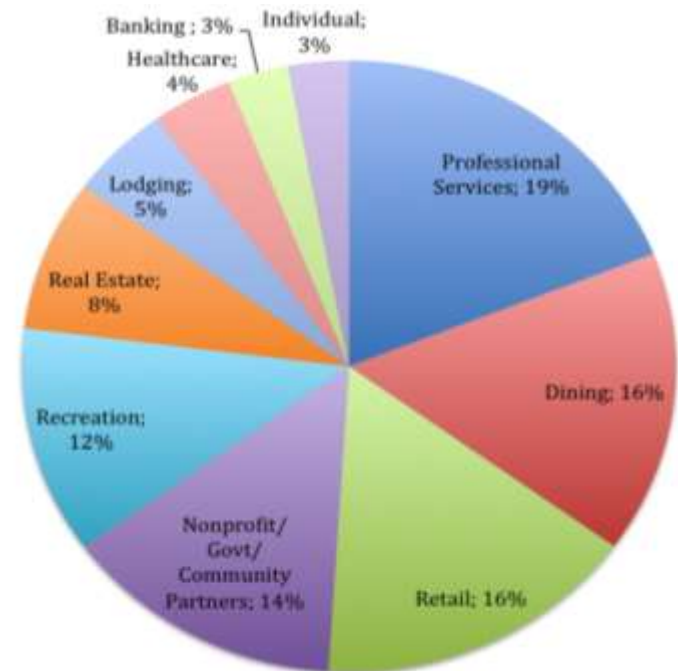


Chart: TCDA 2015 membership by industry

## 2015 MEMBERS • The Best of Tahoe! 190+ members...and growing! (current member list as of 1/20/16)

### Premier

Placer County  
Alpenglow Sports  
Dam Cafe  
Granlibakken Tahoe  
Jake's on the Lake  
Moe's Original BBQ  
Northstar California  
Oliver Luxury Real Estate  
Pepper Tree Inn  
Squaw Valley/Alpine  
Tahoe Dave's Ski and Board Shop  
Tahoe Forest Hospital  
Tahoe Luxury Properties  
Tahoe World / Sierra Sun  
Truckee Tahoe Medical Group

### Value

101.5 Truckee Tahoe Radio KTKE  
America's Best Value Inn  
Any Mountain  
Auerbach Engineering Corp.  
Bank of the West  
Barifot Mountain Photo  
Bridgetender Tavern & Grill  
Chase International Real Estate  
Christy Hill  
Cobblestone Center  
Fat Cat Bar and Grill  
Fidelity National Title  
Gary Davis Group  
Hauserman Rental Group  
Homewood Mountain / West Shore Cafe  
Innovative IT Services  
James Harold Galleries  
Jeremiah's Tree Service Inc.  
Kila Tahoe LLC  
Lake Tahoe Dance Collective  
Lake Tahoe TV  
Law Office of Dean Headley  
Loverde Builders  
North Lake Auto Parts  
North Tahoe Cruises  
North Lake Tahoe Resort Asso./Chamber  
Olympic Bike Shop  
Pacific Fine Arts Festivals  
Pacific Built  
Pomin's Hot Tubs  
River Grill  
Sierra Sotheby's International Realty  
Silent A Photography  
Stay in Tahoe Rentals  
Sunnyside Restaurant & Lodge  
Swigard's True Value Hardware

Tahoe Art Haus & Cinema  
T.C. Golf Course/Duncan Golf Management  
Tahoe City Marina  
Tahoe Marine and Excavating  
Tahoe City PUD  
Tahoe Getaways  
Tahoe Logowear Company  
Tahoe Marine Supply  
Tahoe Tree Company/McBride's Nursery  
Tahoe TV / Tahoetopia  
Tahoe.com  
Tahoma Meadows Bed & Breakfast Cottages  
The Eadington Gallery  
The Blue Agave  
The Tahoe Weekly  
Todd Gordon Mather Architect  
Truckee Tahoe Lumber Company  
Uncorked Tahoe City  
Walton Architecture & Engineering  
Wells & Bennett Realtors

### Economy

A Sante Lakeside Fitness  
Atomic Printing  
Big Brothers Big Sisters of North Lake Tahoe  
Big Blue Adventure  
Big Blue BBQ of Tahoe  
Bluestone Jewelry  
Boys and Girls Club of North Lake Tahoe  
Boulder Ridge, Sash and Door  
Burton Creek Veterinary Clinic  
Cabin Fever  
Camila's at Tahoe  
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  
Ericson Construction  
Gear and Grind Café  
Geared for Games  
Green Envy  
Hacienda del Lago  
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 Tahoe Paddleboard Association

Lake of the Sky BNI  
Lather & Fizz Bath Boutique  
Law Offices of Richard Hart  
Lighthouse Spa  
LSC Transportation Consultants, Inc.  
Market 28  
McClintock Accountancy  
Moonshine Ink  
Nicholas Consulting  
North Lake Tahoe Historical Society  
North Tahoe Adventures  
North Tahoe Arts  
North Tahoe Business Association  
North Tahoe Fire Protection District - Station 51  
Obexers Boat Company  
Pete 'n Peters  
Pineapple  
Pioneer Maintenance  
Placer County Sheriff  
Plumas Bank  
Project Mana  
Pure Skin Facial Studio  
Radiant Blue Events  
Rob Retting Photography  
Rosie's Cafe  
Rotary Club of Tahoe  
Ruffles and Ruffnecks  
Sagan Design Group  
Save Mart  
SDBX Studio  
SellMyTimeShareNow.com  
Sierra Senior Services  
Sierra Sports Care and Chiropractic  
Sierra State Parks Foundation  
Sitkoff/ONeil Accountancy Corporation  
Slater Construction  
Snow Fest  
Souper Wagon  
Sports Tahoe  
Starlight Enterprises  
Steve Schmiers Jewelry  
Stay in Lake Tahoe Rentals  
Sugar Pine Cakery  
Summit Ice Melt  
Sunnyside Marina  
SWEP - Sierra Watershed Ed. Partnerships  
Tahoe Center of Natural Medicine  
Tahoe City Acupuncture  
Tahoe City Chevron  
Tahoe City Dental Group  
Tahoe City Kayak  
Tahoe City Library  
Tahoe City Post Office  
Tahoe City Shell/CJ Cox Corp

Tahoe Cross Country Ski (Tahoe XC)  
Tahoe Expedition Academy  
Tahoe Fund  
Tahoe Logowear Company  
Tahoe Maritime Museum  
Tahoe Moon Properties  
Tahoe Real Estate Group  
Tahoe Regional Planning Agency  
Tahoe Resource Conservation District  
Tahoe Rim Trail Association  
Tahoe Sailing Charters  
Tahoe Safe Alliance  
Tahoe Shoe & Clothing Company Tahoe Tahoe  
Sierra Century Ride  
Tahoe Sierra Recreation (Truckee River Raft)  
Tahoe Spirits / Tahoe Blue Vodka  
Tahoe T-Shirtery  
Tahoe Truckee Community Foundation  
Tahoe Truckee Excellence in Education  
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  
Truckee Sourdough  
Trunk Show  
UC Davis Tahoe Field Station  
US Bank  
Vacasa  
Video Stop  
West Lake Properties  
West Shore Association  
West Shore Sports  
Westall Real Estate  
Wild West Communications Group  
Willard's Sport Shop  
WMC Inc.  
Wolfdale's Cuisine Unique  
Wanda's Flower Shop  
Za's

### Individual

Ayurveda Healing  
Darlene M. Pearson  
Deborah Godfrey  
Gail Scoville  
Melanie Jackson  
NC Communications  
Ogilvy Consulting  
The Travel Agency



*Highlights*

**PRINT**

**Los Angeles Times (Travel Section)**

Weekend Escape Ski Lake Tahoe Without Breaking the Bank (highlighting Pepper Tree Inn & Moe's BBQ)

**Sacramento Bee**

Music, Costume Contest and Brews at lakeside Tahoe City Oktoberfest

**Diablo Magazine**

**Tahoe Powder & Tahoe Winter**

**Sierra Sun/Tahoe Bonanza** (4 Community Pages)

**Sierra Food WineArt**

Father's Day Festivities - Tahoe City Solstice Festival

**Tahoe Daily Tribune**

**Tahoe Quarterly**

**The Tahoe Weekly**

Local Profile - Stacie Lyans

**Moonshine Ink**

**Via Magazine**

Tahoe City, Calif. : 5 Things We Love

**ONLINE**

10Best.com

GoTahoeNorth.com

Granlibakken.com

KVMR.com

MarinMagazine.com

SunnysideResort.com

TahoeCulture.com

TahoeTopia.com

TrinkieWatson.com

**BROADCAST**

89.5 KVMR (Nevada City)

93.9 The Lake (South Lake Tahoe)

101.5 Truckee Tahoe Radio

Lake Tahoe Television/Outside

KOLO Reno

Mountain Resort Television

Tahoe Life





## 2015 TCDA Event Highlights

The production, promotion, implementation and evaluation of high quality community events are a cornerstone of TCDA. In 2015, TCDA sponsored over 20 signature events and contributed to a variety of partner events including SnowFest!, Tahoe City Wine Walk, Lake Tahoe Dance Festival, Alpenglow Mountain Festival, SWEF Film Festival and Farmers Markets.

**All-Year: Tahoe City First Fridays (12 total)**

**Spring/Fall: FREE Small Business Seminars**

**Jan. 27: TCDA Membership and Volunteer Party**

**March 6: TCDA Snowfest! Skills & Prowess Test**

**May 1: Tahoe City Margarita de Mayo**

**May 28: Tahoe Gal Fundraiser**

**June 6: Tahoe City Clean-Up Day**

**June 19-21: Tahoe City Solstice Festival**

**June 21- Sept. 6: Concerts at Commons Beach (12 total)**

**July 4: 4<sup>th</sup> of July Fireworks & Beach Bash (Street Dance 6/27)**

**Aug. 8: Tahoe City Day**

**Aug. 30-Sept. 1: Tahoe City Labor Day Sidewalk Sales**

**Oct. 1-31: Scarecrows on Parade**

**Oct. 3: Tahoe City Oktoberfest**

**Nov. 28: Tahoe City Holiday Hop / Small Business Saturday**

**Nov.-Dec.: Shop Local Holiday Contest**



### Expanded Events in 2015

- Tahoe City Oktoberfest
- July 4<sup>th</sup> 70<sup>th</sup> Anniversary Beach Bash
- Two Small Business Seminars





2016 TCDA Event Highlights - TCDA welcomes fun new and returning annual events. Visit [www.VisitTahoeCity.com](http://www.VisitTahoeCity.com) for full event line-up, including partner events.

## 2016 Event Highlights

ALL-YEAR	Tahoe City First Fridays (12 total)	June 16-19	Tahoe City Solstice (Wine Walk & Car Stroll)
Spring/Fall	FREE Small Business Seminars	July 4	July 4 <sup>th</sup> Fireworks + Beach Bash
Jan. 26	TCDA Membership and Volunteer Party	Aug. 8	Tahoe City Day
March 6	Snowfest! Wacky Winter Bowling	Sept. 5-7	Labor Day Sidewalk Sales
May-Sept	Tahoe City Farmers Market	Oct. 1	Tahoe City Oktoberfest
June <i>tba</i>	Tahoe Gal Spring Gala	Oct. 1-31	Scarecrows on Parade
June 4	Tahoe City Clean-up Day	Nov. 28	Tahoe City Holiday Hop
June-Sept.	Concerts at Commons Beach	Nov. - Dec.	Shop Local Holiday Contest



### Exciting Opportunities/Priorities for Tahoe City in 2016:

- Fanny Bridge Revitalization Project
- Completion of Tahoe Basin Area Plan & Economic Incentives for Development in Town Centers Plan (Tahoe City Lodge Project & Basecamp Tahoe City)
- Tahoe City Ice Skating Rink
- Community Facilities District in Tahoe City
- More Public Art in Tahoe City!
- What do you want to make a better Tahoe City?



- The Best of Tahoe • [VISITTAHOECITY.COM](http://VISITTAHOECITY.COM) •
- (530) 583-3348 • 425 North Lake Boulevard • P.O. Box 6744 • Tahoe City, CA 96145 •