

TAHOE CITY DOWNTOWN ASSOCIATION 2017 YEAR IN REVIEW



TAHOE CITY DOWNTOWN ASSOCIATION

2017 YEAR IN REVIEW

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

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

VISION

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

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2017 TCDA BOARD OF DIRECTORS

Katherine Hill, *President, Tahoe Weekly*

Christina Perry, *Vice President, Jakes on the Lake*

Gail Scoville, *Treasurer, SnowFest! & Kiwanis*

Sherina Kreul, *Secretary, Plumas Bank*

Gary Davis, *JK Architecture & Engineering*

Robb Olson, *Olson & Olson ENA*

Bill Dietz, *Tahoe Luxury Properties*

Melissa Sigg, *Tahoe Art Haus & Cinema*

Eric Pilcher, *Moe's Original BBQ*

Amie Quirarte, *Tahoe Luxury Properties*

Greg Mickiewicz, *Tahoe Marine Supply*

2017 TCDA STAFF

JT Chevallier, *Executive Director - NEW*

Jamie Olson, *Operations Director*

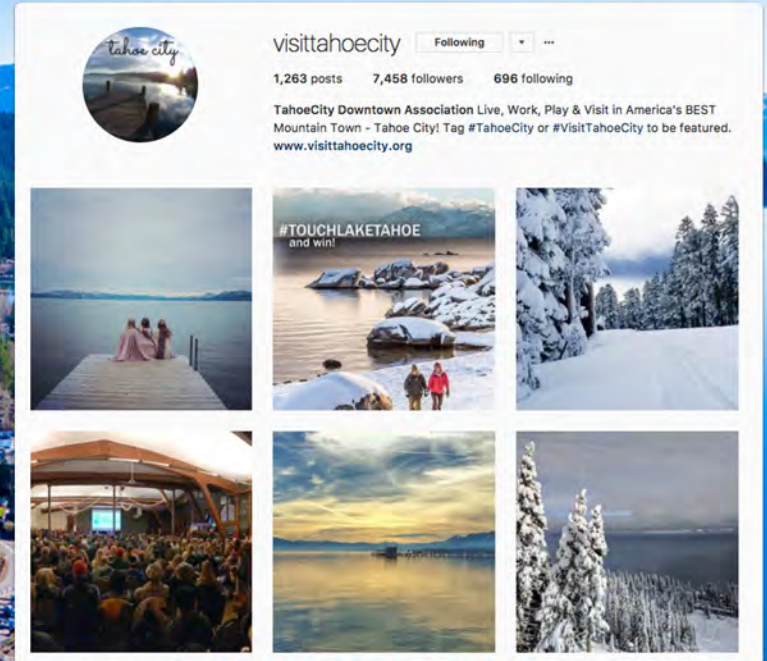
Dana Tanner-Powell, *Events & Membership Coordinator*



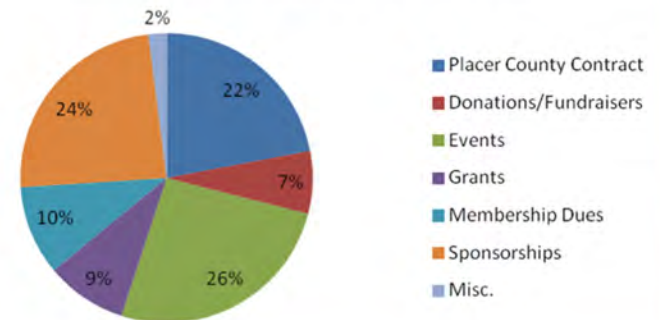
2017 TCDA BY THE NUMBERS

- 3** - Finished the final year of the TCDA 3 year Strategic Plan
- 13** - TCDA Celebrated it's 13th Birthday in 2017. The organization was founded in 2004.
- 1** - The TCDA hired a new Executive Director, JT Chevallier in May 2017.
- 2.5** - Managed 2.5 person staff: JT Chevallier,- Executive Director, Jamie Olson - Operations Director, Dana Tanner-Powell - Events & Membership Coordinator
- 7** - Lead 7 volunteer committees, Promotions, Design, Economic Vitality & Innovation, Executive + 4 TCDA event teams
- 25** - Produced 25+ Tahoe City Events, including full production of Tahoe City Wine Walk (most financially successful TCDA event to date), 2 FREE Small Business Seminars and partnered on 100+ community events
- 30,000** - Cultivated \$30,000 Grants for Tahoe City
- 320,000** - Administered \$320,000 Annual Budget
- 10,000** - Secured \$10,000 in private and public funding for Gateway Lighting
- 60+** - Provided 60+ flowerbaskets in the Downtown Corridor
- 38** - Produced 38 Downtown Lighting Banners for events.
- 7,458** - Follower on Instagram (38% Increase over 2016)
- 5,288** - Followers on Facebook (57% Increase over 2016)
- 50+** - Placed 50+ advertisements, placements and media visits
- 218** - Members of the TCDA.- The TCDA is rolling out a new membership benefit structure in 2018!
- 15** - Premier Members of the TCDA: Placer County, The Dam Cafe, Moe's BBQ, Oliver Luxury Real Estate, Alpenglow Sports, The Blue Agave, Granlibakken Tahoe, Northstar, Jake's on the Lake, Tahoe TV, Tahoe Forest Hospital, Tahoe Dave's, Tahoe Luxury Properties, Truckee Tahoe Medical Group.
- 5** - Collaborated on 5+ regional campaigns/programs - Tahoe Public Art, Shop North Tahoe Truckee, Touch Lake Tahoe, Concerts at Commons Beach, High Notes and others
- 1** - Served as **ONE** voice for our local business community

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.



2017 Revenue Breakdown



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2017 MEDIA PLACEMENT & PROMOTIONS

PRINT

Sacramento Bee
San Francisco Chronicle
Via Magazine
Diablo Magazine
Moonshine Ink
Tahoe Weekly
Sierra Sun/Bonanza
Tahoe Daily Tribune
Lake Tahoe Action
Tahoe Magazine
Tahoe Quarterly
Edible Reno/Tahoe
Lake Tahoe Entertainer

BROADCAST

Good Day Sacramento
CBS 13 Sacramento
ABC 10 Sacramento
ABC 8 Reno
Fox 11 Reno
Capital Public Radio
93.9 The Lake
89.5 KVMR
101.5 Truckee/Tahoe Radio
Lake Tahoe Television
Outside Television
Tahoe TV
Lake Tahoe Visitors Channel

ONLINE

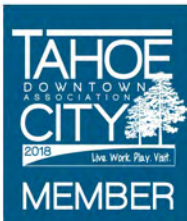
10Best.com
OutsideMagazine.com
SFGate.com
DiabloMagazine.com
MarinMagazine.com
7x7.com
TheTahoeWeekly.com
Tahoe.com
TahoeTopia.com
SierraSun.com
GoTahoeNorth.com
MoonshineInk.com
VisitTahoeCity.com



VIDEO/SOCIAL

Tahoe City Winter Video
Concerts at Commons Beach
Faces of Tahoe City
Instagram - 7461
Facebook - 5330
Twitter - 3795





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



2017 Membership by Industry

TAHOE CITY DOWNTOWN ASSOCIATION

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2017 Event Snapshot

January 24 Membership Appreciation Party
May-October Tahoe City Farmers Market
May-September Sidewalk Saturdays
June 3 Tahoe City Cleanup Day
June 15-18 Tahoe City Solstice Festival
June 17 Tahoe City Wine Walk SOLD OUT
June 18-Sept 3 Concerts at Commons Beach
July 4 Tahoe City 4th of July Fireworks and Beach Bash
August 8 Tahoe City Day
Sept 2-4 Tahoe City Labor Day Sidewalk Sales
September 30 Tahoe City Oktoberfest SOLD OUT
October 1-31 Tahoe City Scarecrows on Parade
November 24 Tahoe City Holiday Hop & Small Business Saturday
November 24-December 24 Shop Local Holiday Contest

2018 Event Snapshot

January 23 Membership Appreciation Party
May-October Tahoe City Farmers Market
May-September Sidewalk Saturdays
June 2 Tahoe City Cleanup Day
June 14-17 Tahoe City Solstice Festival
June 16 Tahoe City Wine Walk
June 17-Sept 2 Concerts at Commons Beach
July 4 Tahoe City 4th of July Fireworks and Beach Bash
August 7 Tahoe City Day
Sept 1-3 Tahoe City Labor Day Sidewalk Sales
September 29 Tahoe City Oktoberfest
October 1-31 Tahoe City Scarecrows on Parade
November 24 Tahoe City Holiday Hop & Small Business Saturday
November 24-December 24 Shop Local Holiday Contest

25,000+ Attendees of TCDA Events in 2017!



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ON THE HORIZON 2018 IN TAHOE CITY

Continuation of the Fanny Bridge Revitalization Project

Groundbreaking of the Tahoe City Lodge

The 51 Firehouse Redevelopment Project

The Capital Investment Advisory Committee Grant Process

ON THE HORIZON 2018 - TAHOE CITY DOWNTOWN ASSOCIATION

New Dynamic Board of Directors

New 5 Year Strategic Plan

Increased Membership Benefits and Support

New Location of Tahoe City Oktoberfest at Commons Beach!

Reinvestment into the Tahoe City Community!