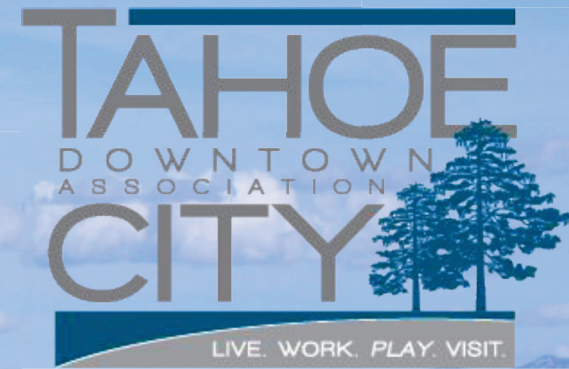


TAHOE CITY DOWNTOWN ASSOCIATION

2019 YEAR IN REVIEW



An aerial photograph of Tahoe City, California, showing a mix of residential and commercial buildings, parking lots, and a marina with many boats. The city is nestled at the base of a large, forested mountain. In the foreground, a body of water, likely Lake Tahoe, is visible. The entire image has a blue color overlay.

MISSION

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

VISION

Make Tahoe City America's Best Mountain Town

BOARD OF DIRECTORS

Katherine Hill- The Tahoe Weekly Magazine,
President

Robb Olson- Olson-Olson Ena, *Vice President*

Gail Scoville- SnowFest!, Kiwanis, *Treasurer*

Sherina Kreul- Plumas Bank, *Secretary*

Bill Dietz-Tahoe Luxury Properties

Gary Davis- JK Architecture Engineering

Abigail Gallup- Gallup Design

Melissa Siig- Tahoe Art Haus & Cinema

Scott Willers- Compass Real Estate

Kendall Galka- McClintock Accountancy

Brian Nelson- The Pioneer Cocktail Club

STAFF

Kylee Bigelow, Executive Director

Jamie Olson, Operations Director

2019 YEAR IN REVIEW

TAHOE CITY DOWNTOWN ASSOCIATION

TCDA by the numbers...

Events



25

Volunteers



119

Followers



31.6K

Lights



13.9K ft

Flowers



60

Total Members

212



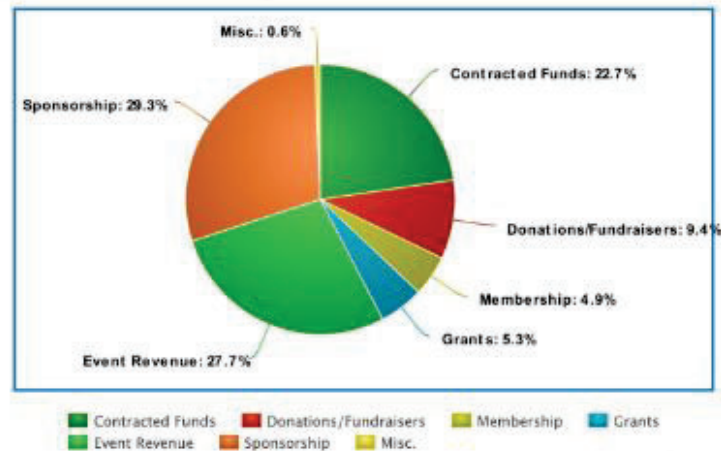
New Members

19

Financial Snapshot

**TCDA
2019 Revenue**

\$380,000



TCDA 3-YEAR STRATEGIC PLAN



Events

- Produce great events to build community and revenue for TCDA
- Continue to measure impacts of events



Economic Vitality

- Identify and engage with Economic Vitality opportunities in Tahoe City
- Facilitate and advocate for projects in Tahoe City



Local Outreach

- Create a multifaceted marketing plan that:
- Promotes events
 - Builds Membership
 - Builds Identity for TCDA
 - Builds awareness of community issues and engagement



Membership

- Grow Membership
- Create a plan and metrics around membership
- Add new tiers and plan to capture diverse membership



Community Issues

- Create a system for how the Board will engage in various community issues
- Create community issues matrix to share with members



Organizational Capacity

- Review organizational structure and staff needs
- Training for new board members
- Strengthen board skills and understanding
- Identify opportunities for staff training

2019 Event Highlights

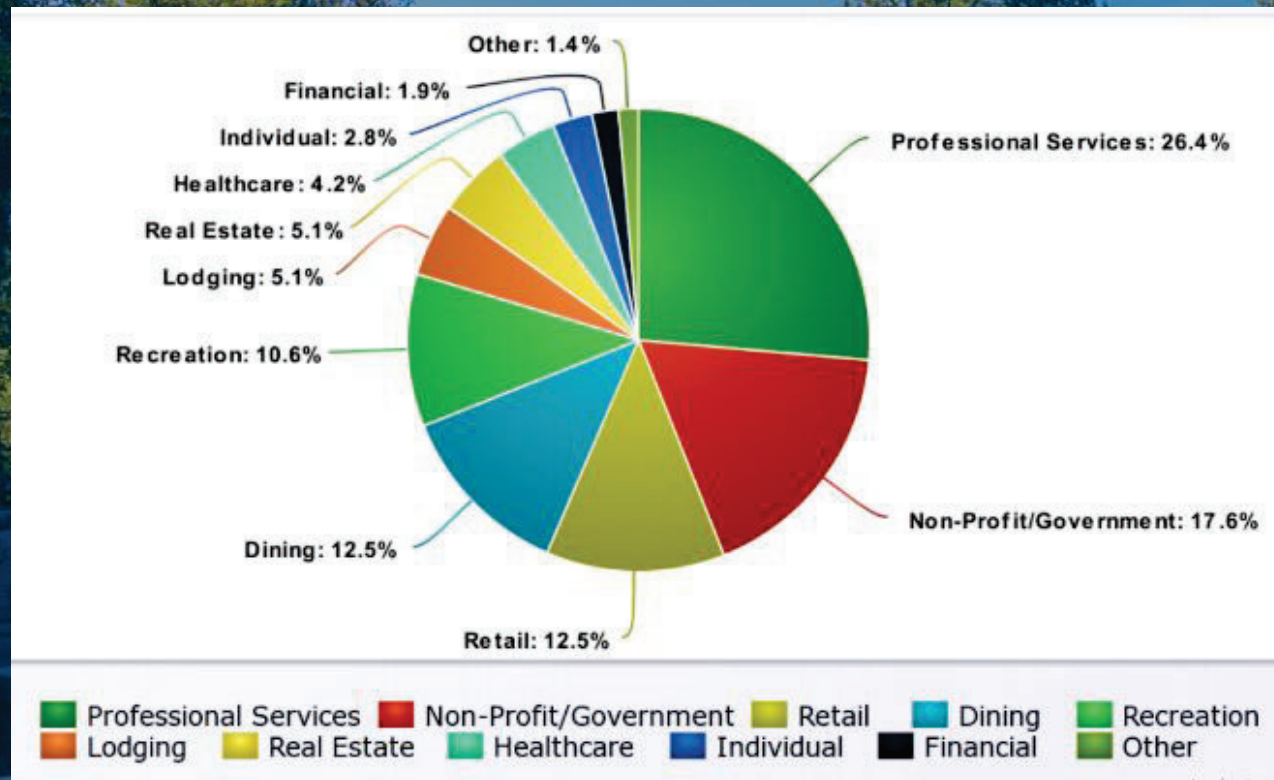


The production, promotion, implementation and evaluation of high-quality community events are a cornerstone of TCDA. In 2019, TCDA sponsored over 25 signature events and contributed to a variety of partner events including SnowFest!, Kiwanis Car Show, and Tahoe City Farmer's Market.

2019 Membership Highlights

214 Members

20 New Members in 2019



Downtown Lighting Program Improvements



Upgraded to 100%
LED Lights for the
Downtown Tahoe City
Lighting Program

New LED lights use
less than 25% of the
energy of the previous
incandescent lights

A long-exposure photograph of a downtown street at night. The street is illuminated by warm yellow and orange lights, with long, bright white and red light trails from moving vehicles. The street is lined with parked cars and buildings, some of which are lit up with colorful lights. The background shows dark trees and a clear night sky.

Photo: Eric Bergen,
Placer County

COMMUNITY INVOLVEMENT

TCDA Board Participatory in these issues and projects in 2019

- Tourism Business Improvement District
- SR 89/Fanny Bridge Revitalization Project
- Tahoe City Mobility Plan
- Dollar Creek Crossing
- Tahoe City Firehouse
- Placer County Business Retention & Expansion Survey

THE FUTURE OF THE TAHOE CITY DOWNTOWN ASSOCIATION

- Continue to produce premier events in Tahoe City
- Empower the Business Advocacy Committee to take on projects to improve Economic Vitality in Tahoe City
- Inform and engage members on projects in Tahoe City
- Continue to collaborate with our community partners



“Serve as the local voice to make Tahoe City a vibrant and prosperous place to live, work, play, and visit.”

An aerial photograph of a scenic area featuring a large blue lake on the left, a dense green forest in the background, and a town with various buildings and parking lots in the foreground. The text is overlaid on the image in a white serif font.

**Thank you for your continued
support of the
Tahoe City Downtown
Association!**

**Looking forward to working
toward a better Tahoe City in
2020**