

The attached document was submitted to the **Washoe County Board of Commissioners** during the meeting held on March 24, 2015 by Heidi Hill Drum for Agenda Item No. 9 and included here pursuant to NRS 241.020(7) as amended by AB65 of the 2013 Legislative Session.

beyond
blue



TAHOE PROSPERITY CENTER

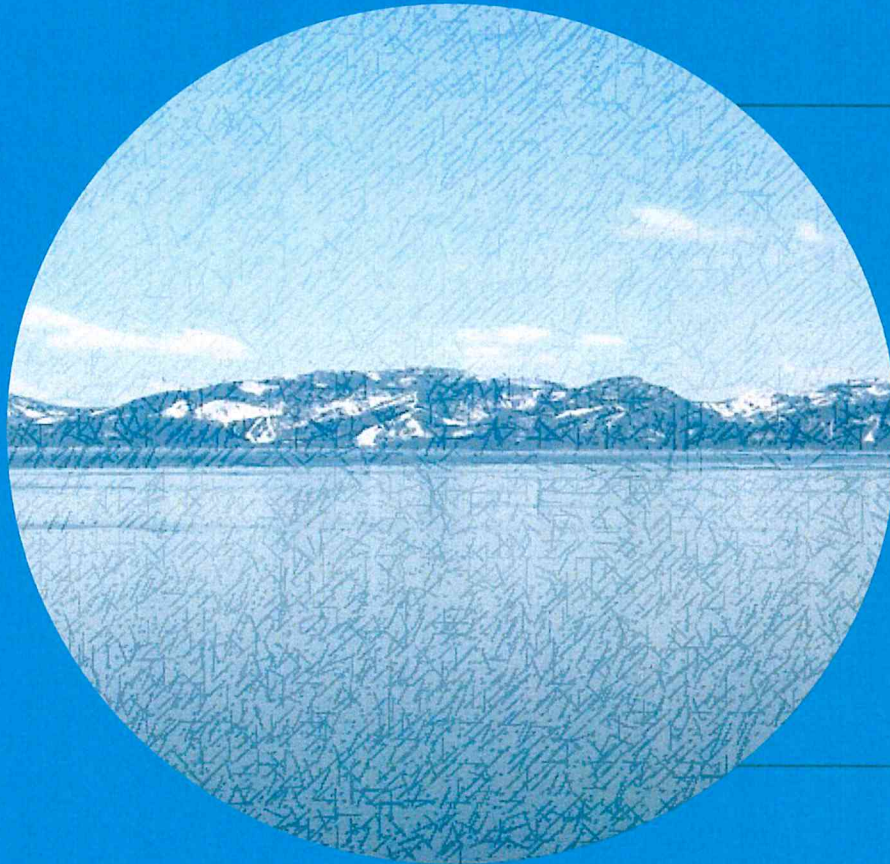
BCC 3-24-15

Background

- Tahoe Prosperity Center was the central recommendation of the 2010 Lake Tahoe Basin Prosperity Plan. Washoe County was an original funder and Steering Committee member.
- TPC was created out of the recognition that the environment was the only thing being measured at the Lake – no previous effort to understand the regional economy and its impact on our jurisdiction partners.
- New Regional Plan (for the first time in 30 years) has economic sustainability as an impact to be considered for future planning.



The numbers don't lie



Investing in Tahoe

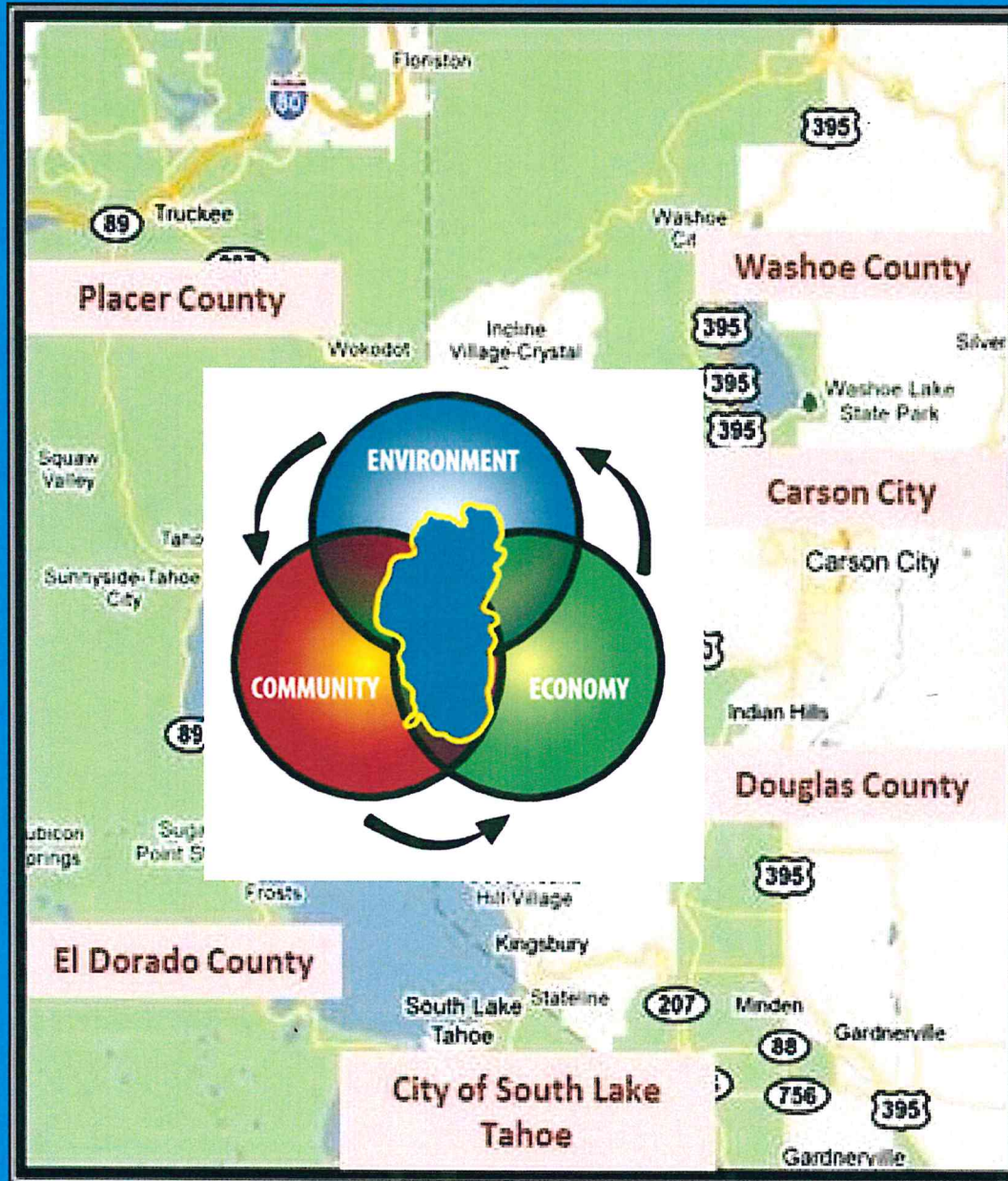
- Lake Tahoe is a \$5 billion asset to the region and listed as a specific asset for the County - what benefits Tahoe, benefits the region.
- Entrepreneurial start-ups, Tahoe Tech companies, the proximity to the Bay Area/Silicon Valley, recreation at the Lake – all are interconnected with Washoe County.
- Economic investment in Tahoe will support Washoe County's economic development efforts to attract new companies as well as retain and expand existing businesses in the region.



We are one community

2
states

6
govt's



18
regional
authorities

1
Lake

198
Plan
Areas



“Stronger Economies Together”

- Tahoe is an amenity companies cite as one reason for deciding to come to the area. But competition is fierce...
- Park City and Salt Lake City, Utah are fighting hard to promote their own recreation destination and manufacturing community. They are a primary competitor for our region.
- Lake Tahoe has similar recreational amenities as Park City, but lacks the “downtown” feel. If we don’t improve Tahoe with community revitalization, broadband, walkability and an upgraded look and feel of our own, we may lose future battles.



need
speed?



TPC
Delivers

Connected
Tahoe



Broadband

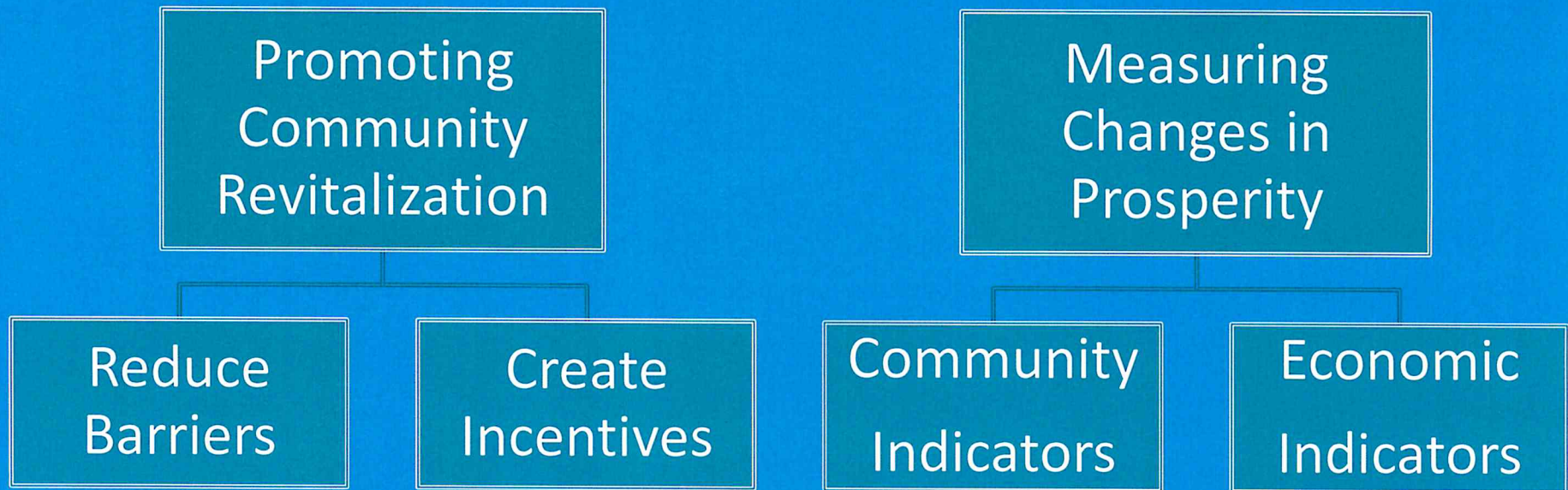


Cell
Coverage



TAHOE PROSPERITY CENTER

TPC As Catalyst for Change



Washoe County's investment brings equity with the other Tahoe jurisdictions and ensures we can upgrade our communities to continue to be a multi-billion dollar asset to the region.



Rebuilding the Tahoe Region - Beyond Blue

- Uniting Communities to Take Action
- Leading Regional Prosperity and Revitalization
- Ensuring Lake Tahoe continues to be a regional amenity
- heidi@tahoeprosperty.org
- 775-298-0265
- bev@tahoeprosperty.org



TAHOE PROSPERITY CENTER

beyond
blue



TAHOE PROSPERITY CENTER