



Release Date: June 8, 2022

For More Information: Jerry Azevedo, (916) 475-2437 or jazevedo@integrated-comms.com

Community-Driven “Envision Tahoe” Initiative Delivers Economic Resilience “Playbook” for Tahoe-Truckee Region

Public and private sectors to establish priorities and timing for “plays” to address workforce housing, transportation improvements, leveraging tourism, and diversifying Tahoe’s economic base

INCLINE VILLAGE, NV – Shaken by the COVID-19 pandemic, growing wildfires, more volatile weather, housing scarcity, congested roads, increasing reliance on tourism, and intensifying economic disparity, community leaders convened by the Tahoe Prosperity Center delivered a “Prosperity Playbook” today to diversify, insulate, and grow the Tahoe-Truckee economy.

The Prosperity Playbook lays out a vision for a balanced and resilient Tahoe-Truckee regional economy through 2030. It provides a set of actions designed to increase workforce housing, improve transportation, support the growth of start-ups and Mainstreet businesses, generate higher wage jobs, and ensure Tahoe is a place where people can not only visit and play, but live, work, and thrive. The Playbook builds these strategies around tourism and outdoor recreation, as well as local strengths in health and wellness and environmental innovation to diversify the jobs base and increase upward mobility.

“We adopted a ‘playbook’ because Tahoe’s economy needed a roadmap for action, measurement and accountability far more than we needed another plan or report to collect dust,” said Heidi Hill Drum, CEO for the Tahoe Prosperity Center. “We also chose ‘playbook’ because there is not just one strategy, moment or organization that’s going to deliver a stronger, more inclusive economy for all. It will take all of us working together. Even if we don’t agree on every strategy, we can agree on the goals of a healthier Tahoe economy and better quality of life for our residents. The Prosperity Playbook sets us up to be more nimble and opportunistic, make significant gains, and work more collaboratively across issues, jurisdictions, layers of government, and private interests.”

“From the start, Envision Tahoe was designed to broadly engage our communities, our industries and our governmental bodies so that our approach is well-informed, inclusive and comprehensive,” said Placer County Board Chairwoman Cindy Gustafson, who has served as co-chair of the Envision Tahoe Catalyst Committee the past 12 months. “This is a playbook by the community, for the community. Importantly, it acknowledges the reality that economic diversification strategies must be aligned with meaningful progress on workforce housing and transportation. If we can’t house and move people, our economy can’t truly thrive or survive increasing disruptions. Even though Tahoe remains a rural community in many ways, it’s struggling under urban-level demand and our investments in transportation and infrastructure need to match this reality.”

(more)

“Tahoe is awesome in so many ways, but I’m excited to see us come together with a vision to make Tahoe a great place to start or relocate a business,” said Chris McNamara, owner of OutdoorGearLab, LLC and TechGearLab, and the private sector co-chair of Envision Tahoe. “Because we need the whole system to change, we can’t only focus on fixing housing or transportation. We also need to tackle making tourism more sustainable and resilient and help our entrepreneurs and Mainstreet businesses with the support they need to thrive. The Playbook points the way. Ultimately, it boils down to coming together to work on the set of issues we are most passionate about. That’s where we will see action.”

The Prosperity Playbook recommends action in the following areas to strengthen and diversify Tahoe’s economy:

- **Accelerating workforce housing and improved transportation** by pursuing policy changes, creating more flexibility, utilizing public-private partnerships, and advancing funding solutions at the local, state and federal levels.
- **Strengthening key industries** by leading on responsible tourism, supporting tourism-adjacent industries such as recreation, fitness and health, building stronger connections between major private and public employers and local suppliers, and building industry clusters around health and wellness and environmental innovation.
- **Supporting business vitality and diversification** by launching a business retention and sustainability strategy and pursuing strategies with “anchor employers” for community wealth building.
- **Jump-starting the innovation ecosystem** by building a local network of entrepreneurs, investors, mentors, business leaders, educators, and workforce and economic development agencies.
- **Building skill pathways for upward mobility** by expanding skills-focused curriculum, and building a region-wide skills pathway system and program among employers, workforce agencies, colleges, and K-12 schools.
- **Shaping the enabling environment** by evaluating a coordinated campaign focused on Tahoe as a place to grow key industry clusters, and scale up present conversations around public-private partnerships and shared governance across the Tahoe-Truckee region.
- **Maintaining momentum and accountability** by engaging community leaders to prioritize “plays” and refine tactical plans for the next 12 months and measuring and reporting progress annually.

To read the “Prosperity Playbook” and learn more about Envision Tahoe, visit www.tahoeprosperity.org/envision-tahoe/

###

Tahoe Prosperity Center is an innovative economic and community development non-profit. In order to make Lake Tahoe truly inclusive and prosperous, we are working to establish attainable workforce housing, improve job and training opportunities, reliable and robust internet, and ensure a safe Basin equipped with fire safety cameras - all driven by locally focused, community indicators data. TPC works towards a healthy economy, community and environment. Our mission is Uniting Tahoe’s communities to strengthen regional prosperity.