

## WHO BENEFITS FROM MAIN STREET?

### LOCAL RESIDENTS

- Sense of pride and voice in community
- Increased shopping options
- Opportunity to participate and/or volunteer

### VISITORS

- Exciting events and activities
- Clean and attractive towns
- Improved access to unique independently owned shops

### PROPERTY OWNERS

- Increased occupancy rates
- Increased property values

### BUSINESS OWNERS

- Increased sales
- Improved image
- Increased value of business

### PLACER COUNTY

- Increased tax base for local reinvestment
- Increased ability to attract tourists
- Enhanced business recruitment



## VISION

North Lake Tahoe is a linked set of unique lakefront communities: Crystal Bay, Kings Beach, Tahoe Vista and Carnelian Bay are connected by the common threads of a shared shoreline, open lake views, brilliant sunshine, and a family-friendly atmosphere in a pedestrian-oriented environment. It's a place where one can enjoy lake and land recreation, retail shops, historic sites, arts and culture. These communities work to create an economically vibrant climate and to ensure sustainable and environmentally sensitive growth where residents and visitors enjoy a diverse mountain lakeshore lifestyle.

## PARTNERSHIPS

- North Lake Tahoe Resort Association
- North Tahoe Public Utility District
- Placer County Redevelopment Agency

## NORTH TAHOE BUSINESS ASSOCIATION

Post Office Box 1023  
8645 North Lake Blvd. #13  
Kings Beach, California 96143  
ph: (530) 546-9000  
fx: (530) 546-9002  
[www.ntbamainstreet.org](http://www.ntbamainstreet.org)  
[info@ntbamainstreet.org](mailto:info@ntbamainstreet.org)



Placer County Redevelopment Agency —  
sponsor of the Main Street Program

## MAIN STREET PROGRAM



## NORTH LAKE TAHOE

*everything under the sun*



CARNELIAN BAY · TAHOE VISTA · KINGS BEACH · CRYSTAL BAY



*North Lake Tahoe*

*everything under the sun*

[www.ntbamainstreet.org](http://www.ntbamainstreet.org)



## MAIN STREET APPROACH

The Main Street Program is a structured collaborative approach to assist our community in improving the economic and visual quality of its downtown commercial core. It focuses on four main areas: Organization, Promotion, Design and Economic Restructuring. The Main Street approach helps property and business owners along with concerned residents work together so that our community can realize and experience the benefits of a revitalized and successful downtown. This is a long-term program that helps strengthen existing businesses and creates opportunities for new ventures to develop. The Main Street Program has proven itself to be one of the most effective economic development programs in the country.

## HOW YOU CAN HELP

Join the many volunteers and supporters of the North Lake Tahoe Main Street Program and:

- \* Attend and support Main Street events such as the Farmers Market, Town Clean-Up Days, Snow Festival and Quarterly Mixers
- \* Join one of our committees to meet new people and make a difference in your community
- \* Become a sponsor of Main Street (see application form to the right)
- \* Spread the good news of the Main Street Program by telling your friends and neighbors about us

## COMMITTEES YOU CAN JOIN

### ORGANIZATION COMMITTEE

If you have an interest in fundraising, communication, or fostering partnerships with other organizations, then this is the committee for you!

- Enhance community relations by working with other local organizations
- Encourage volunteer support for events and activities
- Seek a variety of methods and sources of funding for Main Street projects

### PROMOTION COMMITTEE

If you have an interest in developing new events and promoting North Lake Tahoe, then this is the committee for you!

- Enhance the image of North Lake Tahoe
- Create and promote special events bring people downtown
- Increase sales revenue of local businesses

### DESIGN COMMITTEE

If you have an interest in the image of North Lake Tahoe, then the Design committee is for you!

- Improve the appearance of the commercial areas
- Promote the façade improvement program
- Participate in the Kings Beach Core Improvement Project

### ECONOMIC RESTRUCTURING COMMITTEE

If you have an interest in retaining, expanding and recruiting businesses, this is the committee for you!

- Implement business education workshops and tool kit
- Coordinate collection of economic data and statistics
- Design business recruitment program

To join one of these committees, contact the North Tahoe Business Association: (530) 546-9000 or email [info@ntbamainstreet.org](mailto:info@ntbamainstreet.org)

## NORTH TAHOE MAIN STREET SPONSORSHIP APPLICATION

Name/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

A check for \$\_\_\_\_\_ is enclosed. (payable to NTBA)

## SPONSORSHIP BENEFITS INCLUDE

- Quarterly newsletter
- Weekly emails on project updates
- Invitations to all events
- Discounts on workshops

## SPONSORSHIP LEVELS

- \$50 Friends of North Lake Tahoe
- \$100 Supporter of North Lake Tahoe
- \$\_\_\_\_\_ Revitalizer of North Lake Tahoe

Mail check and this form to:

North Tahoe Business Association

P.O. Box 1023 · Kings Beach, CA 96143



*Our Mission - to represent member interest with local government agencies and provide leadership and creating a strong economic climate in which to live, work and play*