

Local Business Support

FOR AN INVESTMENT IN NORTH TAHOE'S FUTURE



Bill & Kelly Dietz

TAHOE LUXURY PROPERTIES

"Stable and strategic investment in our local housing, transportation and business infrastructure is critical. A TBID vote achieves this, and sets up our community, and our lodging properties, for a bright future."



Dan Tester

GRANITE PEAK MANAGEMENT

"We are at a critical crossroad and have a unique opportunity with a TBID. We are in favor of increased funding for transportation, affordable housing and marketing initiatives."



Jaclyn Woznicki

TAHOE TRUNK SHOW

"The NLTRA was instrumental in helping me reopen my retail business after COVID closures in March. With their support, I had access to state guidance and free personal protective equipment (PPE), communicated safety expectations with clients, and was able to navigate grant funding opportunities with ease. I am confident in their ability to lead our local business community and am therefore supporting the TBID."



Melissa Sigg

TAHOE TAP HAUS & TAHOE ART HAUS

"The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment."



Alex Mourelatos

MOURELATOS LAKESHORE RESORT

"Housing is, and has been, perhaps the most critical issue that our communities and our businesses face. Without adequate housing businesses struggle to operate and our communities become more transient and unstable. A vote for the North Tahoe TBID puts the wheels in motion to address this critical issue head on."



Jill Schott

TAHOE MOON PROPERTIES

"This past summer has emphasized the great need for a TBID in North Lake Tahoe. Locally generated funds collected through this assessment will allow our community to have control of the things that need to be done to minimize the impact of tourism and for us to be good stewards of our Lake and surrounding areas. It will also allow us to work towards affordable housing options that are greatly needed in our area."



Katie & Kevin Hickey

TAHOE ADVENTURE COMPANY

"Supporting the TBID is not only a chance to rally our community around one vision, but more importantly, it allows locally generated funds and directives to be managed by those who understand our needs the most - the North Lake Tahoe community."



Ron Cohen

SQUAW VALLEY ALPINE MEADOWS

"My experience with TBIDs (Mammoth Lakes, Olympic Valley) has been very positive. Revenues generated from TBIDs benefit businesses, residents and visitors, and enhance local communities."



Dave Wilderotter

TAHOE DAVE'S

"After being on the fence I've decided to full heartedly support the TBID process. I'm convinced we're not losing money as a community. We are gaining more control over more discretionary income. The county will continue to run transportation and add a trust for achievable housing through the current TOT process. The extra \$6 million in TBID funds plus \$4.1 million in TOT funds will be directed and spent by us, locally! Let's support this."



Douglas Dale

WOLFDAL'S CUISINE UNIQUE

"The TBID vote is a unique two-for-one deal that allows us to implement transportation and housing solutions, while continuing to invest in our local business community. As a business that is directly affected by traffic and housing issues, this investment unlocks our ability to solve a critical issue that must be addressed for our community to thrive."



Brendan Madigan

ALPENGLOW SPORTS

"Our North Lake community has long-standing and dire infrastructure shortcomings, ones that the current structure of governance has been unable to solve. This TBID opportunity is not only a chance to rally our community around one vision, but more importantly, allow locally generated funds and directives to be managed by those who understand our needs the most - the North Lake community. The change could be comprehensive and we'd be remiss not to support it."



Tom Turner

TAHOE RESTAURANT COLLECTION

"My three restaurants in the Lake Tahoe Basin are impacted by visitation fluctuations caused by weather, visitor preferences and traffic challenges. A TBID would focus on strategic marketing initiatives during these periods, supporting a year-round local economy."