

NLTRA TBID AD-HOC CMTE
Outline of Scope for Business Organization Consultant Firm

Primary Objective:

NLTRA intends to secure the services of a business organizational consultant firm to help guide our Ad-Hoc committee in the re-imagining & reorganization of NLTRA and the Chamber of Commerce as we prepare to launch and manage several new initiatives, including the TBID initiative and oversight of TOT dollars. A critical objective in working with an outside consultant firm is to review the organization and business units against that of the TBID and directives of the Management District Plan (MDP) and assist us in best preparing our organization to fulfill at the highest levels the expectations of the TBID and TOT initiatives for our business and local community.

The Scope of Work would include the following critical areas of needs assessment and the definition of the desired work to be performed with target objectives of each:

Critical Areas of Needs Assessment Conducted by Business Consultant:

1. Re-Visioning of North Lake Tahoe Resort Association (NLTRA) for the next 5-10 years
2. Review of the overall Organizational Structure and current business units, and identify relevancy and redundancy
3. Identify & Develop strategic guidance for the organization and business units to carry out successful fulfillment of the TBID for the business & local community
4. Stakeholder Engagement approach needs assessment of the NLT business community
5. Org. chart & staffing models
6. Destination Stewardship responsibility

Definition of Work Desired for Each Critical Needs Assessment Area:

1. Review existing organizational structure and stakeholder facing initiatives and contrast that of new organizational models in comparative market segments.
2. Conduct a SWOT analysis of existing organization and compare to the structural needs of the new organization. Conduct a thorough review of the NLTRA organization corporate structure and division business units and assess against the target goals and objectives of new TBID and directives of the MDP. This would include the analysis of the NLTRA name and purpose, mission statement and organizational structure alignment with the MDP and optimization of the goals and objectives within the NLT business community.
3. Review various business models and determine best organizational design in providing business and fulfillment services to the business community as a whole and deliver highest and best advisory directives on community infrastructure and visitor impact issues.

4. Determine best practice and approach to achieve organizational and business partner efficiencies in delivering goals and objectives of the TBID initiatives. In addition, identify best approach to incorporate better efficiencies with regional business associations while meeting regional business and community objectives
5. Conduct thorough analysis of current corporate structure and of business units within NLTRA, and identify business unit and staffing needs to be required to meet the TBID initiatives objectives
6. With the TBID allocating funds to visitor impact mitigation, reviewing and identifying key initiatives and activities in destination stewardship the NLTRA can adopt to initiate and lead the NLT region and work with agency partners.

Projected Funding for securing a business consultant firm to assist in the above. - \$80,000 - \$120,000.