

FOR IMMEDIATE RELEASE

North Tahoe Community Alliance Launches With New Purpose

Formerly known as the North Lake Tahoe Resort Association, the organization's name change reflects its commitment to destination stewardship and community advocacy

NORTH LAKE TAHOE, Calif. (Feb. 1, 2023) - The North Tahoe Community Alliance (NTCA) has officially launched as the destination stewardship and management organization for North Lake Tahoe. Formerly known as the North Lake Tahoe Resort Association, the organization is changing its name to align with its mission to positively impact the economic health of the region, contribute to community vitality and promote environmental stewardship.

"The organizational shift we made over the last year presented an opportunity to align our name more directly with our revised purpose," said Tony Karwowski, NTCA president and CEO. "Instead of purely marketing the region and encouraging visitation as the NLTRA did for 65 years, the NTCA's efforts are now focused on promoting responsible travel during off-peak seasons, stewardship education, and collaborating with regional stakeholders to identify and implement solutions to issues that impact our residents, businesses and visitors."

In addition to supporting the North Lake Tahoe business community by contributing to the maintenance of a vibrant, sustainable year-round economy, the NTCA's role is to address key issues that impact the community. Through this lens, the NTCA will continue to seek out and advocate for local transportation and workforce housing solutions, visitor services, and tourism mitigation projects that can be funded by and leveraged with Transient Occupancy Taxes (TOT) and North Lake Tahoe Tourism Business Improvement District (TBID) assessment dollars.

The stewardship principles the organization is aligned around include:

- Elevating the experience of Lake Tahoe for all
- Honoring the region's culture and history
- Ensuring that natural resources are cared for by visitors and residents
- Creating opportunities that support a balance for business owners, employees and residents
- Engaging partners in collaborations toward common outcomes

GoTahoeNorth will remain intact as the brand used by the North Lake Tahoe Marketing Cooperative, the collaborative effort facilitated by the NTCA and Travel North Tahoe Nevada. It will continue to be used for consumer-facing outreach related to visiting North Lake Tahoe and the promotion of responsible travel.

The work of the NTCA staff is guided by a volunteer Board of Directors and committees comprised of local business owners and their representatives. Learn more at www.northtahoecommunityalliance.com.

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About the North Tahoe Community Alliance

The North Tahoe Community Alliance (NTCA) collaborates with regional stakeholders to support a vibrant, year-round economy that benefits residents, businesses and visitors of North Lake Tahoe. The organization also advocates for and funds local transportation and workforce housing solutions, visitor services, and promotes responsible and off-peak season travel with a focus on stewardship education. Governed by a volunteer Board of Directors and committees comprised of local business owners and their representatives, the NTCA is funded by a Tourism Business Improvement District (TBID) in contract with Placer County. Formerly known as the North Lake Tahoe Resort Association, the organization was renamed the NTCA in 2023 to align with its new mission. Learn more at www.northtahoecommunityalliance.com.

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