

# NTBA Fast Facts & Ways to Get Involved

## NTBA Mission

The mission of the North Tahoe Business Association is to improve the economic vitality and quality of life in the communities of North Lake Tahoe including Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay.

## NTBA Purpose

- To support businesses through communications, marketing, resources and business training.
- To create and market NTBA's District as a vibrant and unique sense of place.

## Four Point Main Street Approach – *It takes a Village!*

- 1) Economic & Community Vitality
- 2) Events, Promotions and Marketing
- 3) Community Design
- 4) Administrative / Organizational Capacity

\*\*More information at [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)

## NTBA 2020 Vision

As a result of NTBA's work, the NTBA District will be a vibrant lakeside community that welcome visitors like family, celebrates diversity and has thriving businesses.

## NTBA History

- Founded in 1979 as an all-volunteer organization
- Since 2004, annual contract with Placer County to implement the Main Street Approach in NTBA's District

## NTBA by the Numbers

- 12-member volunteer Board of Directors ~200 Members
- 3 Paid Staff Members - two full-time, plus one 32hr/week position ~100 Volunteers
- Many partners and event sponsors

## 18 Annual NTBA Events & Seminars

- Kings Beach Snowfest Parade, annually the first or second Saturday in March
- Community Clean Up Day, annually the first Saturday in June
- Music on the Beach, annually on Friday evenings in the summer
- July 3<sup>rd</sup> Fireworks & Beach Party, annually the day before Independence Day
- Passport to Dining, annually the second Thursday in November
- 2 annual Small Business Seminars

## Top 10 Ways to Get Involved with NTBA

- 1) Become NTBA Member (3 Business Levels + Non-Profit and Community Supporter levels)
- 2) Volunteer on one of two Main Street Committees
- 3) Volunteer on an Event Committees
- 4) Volunteer at event(s)
- 5) Serve on NTBA Board of Directors
- 6) Attend, support and spread the word about NTBA event(s) and fundraiser(s)
- 7) Donate to NTBA events, fundraisers and promotions
- 8) Sign up for NTBA Enewsletters
- 9) Like NTBA and Music on the Beach Facebook pages