

# NTBA 2020 Strategic Plan Summary

## Vision

NTBA's vision for the year 2020 is that the NTBA District (Carnelian Bay to Crystal Bay), as a result of NTBA's work, will be known as vibrant lakeside communities that welcome visitors like family, celebrates diversity, and has thriving businesses.

## Focus Area "A" – Economic & Community Vitality

### **Purpose**

1. **Advocate:** for business sustainability, expansion, recruitment, start-ups, & infrastructure
2. **Communicate:** serve business community as an information provider
3. **Support & connect:** businesses with each other and to information to strengthen community

### **Goals**

1. Business Development & Advocacy
2. Communicate, advocate, and increase overall engagement
3. Support and connect the businesses, members, community, and visitors

## Focus Area "B" – Events, Promotions, & Marketing

### **Purpose**

1. Attract visitors and residents to District to improve economic vitality
2. Build awareness of NTBA-produced events
3. Promote attributes with marketing
4. Publicize and engage people in positive ways on local issues impacting economic/social well-being

### **Goals**

1. Implement strategic marketing plan and programs
2. Produce and partner on a unique and fun lineup of events and promotions to attract people to the district
3. Partner on promotions and marketing to build awareness and draw visitors

## Focus Area "C" – Community Design

### **Purpose**

1. Improve and visually enhance the District from an aesthetic and cleanliness perspective
2. Build on the good work already accomplished in Commercial Core Improvement Project

### **Goals**

1. Improve aesthetics through beautification efforts, projects, and programs that enhance economic and social well-being
2. Make the District easy to navigate

## Focus Area "D" – Organizational Capacity & Administration

### **Purpose**

1. Develop and execute strategies to build organizational capacity of NTBA so to effectively serve and meet NTBA mission and 2020 vision

### **Goals**

1. Develop a plan that strengthens and appreciates/recognizes the operational effectiveness of NTBA today and in future
2. Increase number of members, volunteers, and partners to strengthen organization and maintain positive relationships
3. Strengthen financials and lower risk position of NTBA

For the full NTBA 2020 Strategic Plan visit

[www.NorthTahoeBusiness.org/wp-content/uploads/2016/09/NTBA-2020-Strategic-Plan.pdf](http://www.NorthTahoeBusiness.org/wp-content/uploads/2016/09/NTBA-2020-Strategic-Plan.pdf)