

Your NTBA Membership Dollars at Work

- **Positively influenced new Tahoe Basin Area Plans for town center development**
 - To encourage revitalization of the blighted areas of Kings Beach town center and for reduction of barriers to in-fill development and new business start-ups and expansion in the town center, *2016*
- Conducting outreach and providing input into **Kings Beach State Recreation Area General Plan Update & Pier Project planning process**, *2016-2017*
- Developed and executing **2020 Strategic Plan & Vision**, *developed and adopted in 2016*
- **15 Annual Special Events** and maintain **online calendar of events** to draw visitors, market the district and draw customers into Main Street businesses
- Produce **Small Business Seminars** to provide members with relevant training at no cost, *since 2012*
- Manage and grow traffic to **“Visit North Lake Tahoe” Website & Online Business Directory** to promote district and members
- Distribute effective **e-Newsletters** to visitors/residents (database of 4,400 with 32% average open rate) drawing visitors and marketing the district and members and Member - Only e-Newsletters providing business support and relevant topics/issues
- **Increased marketing through Facebook and Instagram** to keep district and members top of mind
- Participate in **Co-Op Marketing Programs** such as Touch Lake Tahoe and Shop Local to market the district during off-peak seasons and encourage shopping locally
- Partner to produce the **North Tahoe & Truckee Leadership Program**, *graduated nearly 300 since 2004*
- Incubated and partnering on **Tahoe Public Art** with the goal of bringing public art in 2017 to each of the Kings Beach roundabouts and more, *since 2012*
 - Developed and administering new **Kings Beach Streetlight Banner Program**, *2015-2016*
- Executed **KBCCIP Open for Business Marketing Campaigns** and effectively communicated positive marketing messages and helped businesses during construction, *2014-2016*