

From: [Tony Karwowski](#)
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Cc: [Joan Spelletich](#); [Adam Wilson](#); [Laura Ann Sterling](#); [Patrick Yun](#); [Kirstin Guinn](#); [Julie Barber](#); [Kym Fabel](#); [Derek Vaughn](#); [Tara Hetz](#); [Anna Atwood](#); [Francois Cazalat](#); [Kimberly Brown](#); [Erin Casey](#)
Subject: RE: Joint Meeting (TBID Advisory/Zone 1/TOT/CAP) Sponsorship Program Follow up
Date: Tuesday, September 5, 2023 9:22:47 PM
Attachments: [image001.png](#)

Hello TOT/CAP/TBID Advisory & Zone 1 Committees,

Thank you all so much for your volunteer participation in helping develop and carry out the inaugural Sponsorship Grant cycle of the NTCA Community Vitality and Economic Health Investment program! This is a milestone for our community that allows us to leverage locally sourced TOT and TBID dollars generated by our regional tourism economy to use for our community's greatest needs including but not limited to Workforce Housing, Transportation, Tourism impact mitigation.

On August 29th, we held a joint committee meeting between CAP/TOT/TBID Advisory/TBID Zone 1 committees. It was a huge success, and we thank everyone for their participation, insight, and commitment to the Community Vitality and Economic Health Investment Program Sponsorship Cycle. It was wonderful to have us all together and to celebrate the milestone of these high-level outcomes based on the recommendation of our committees:

- **\$20 million invested in community priority areas over the next 3 years:**
 - **37% (\$7.9 million in workforce housing)**
 - **26% (\$5.24 million in transport)**
 - **29% (5.7 million in trails and transit corridors)**
 - **6% (\$1.185 million in tourism impact mitigation)**
- **17 projects supported through committee recommendation**
- **Total of match funding leveraged \$27.25 million over the next 3 years**
- **Total Investment funding of \$47.25 million over the next 3 years**

Next Steps:

- On **September 6th** NTCA staff will present the committee recommendations of this joint meeting to the NTCA Board for their approval of TBID expenditures, and recommendation of TOT expenditures to the Placer County BOS for the projects and programs actioned on in the August 29th meeting.
- On **October 16th or 17th** NTCA and County Staff will present the NTCA BOD's recommendations to the Board of Supervisors for TOT expenditure approval.

So Much More to Do:

- In September the NTCA will hold meetings with each of the four committees to discuss:

- Annual Grant Cycle criteria
- Annual Grant Cycle timeline
- Annual Grant Cycle budget allocations and answer any questions about the annual grant cycle program with the intent of opening the annual grant cycle in early October.
- Other items specific to each committee.

We encourage you to attend the NTCA BOD meeting at the North Tahoe Events Center in Kings Beach or listen in virtually to our BOD meeting (8:30 am to 11am) Wednesday September 6th to see the process continue. Committee members are welcome to speak during public comment. Here is the link to the BOD meeting agenda which includes the virtual link to watch and participate: <https://www.northtahoecommunityalliance.com/wp-content/uploads/2023/09/Sept-BOD-Packet-1.pdf>.

Thank you again for all you have done in helping bring real, implementable solutions to our community's most challenging issues.

Sincerely,

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