

# Tahoe Prosperity Center

Washoe County  
May 24, 2016

beyond  
*blue*



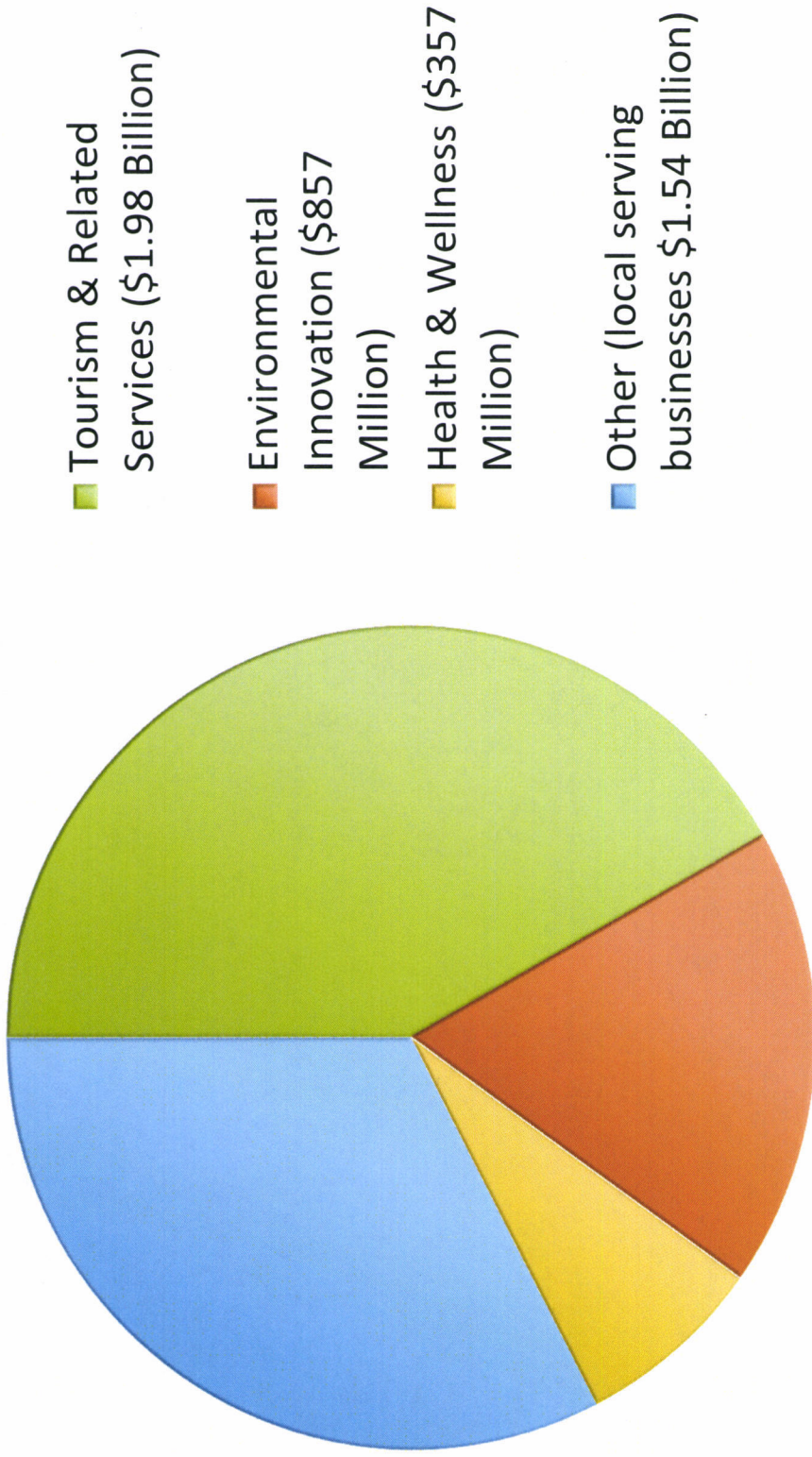
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Tahoe is a \$5 billion regional economy.

### Yearly Revenue generated in the Tahoe Basin





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We are one community

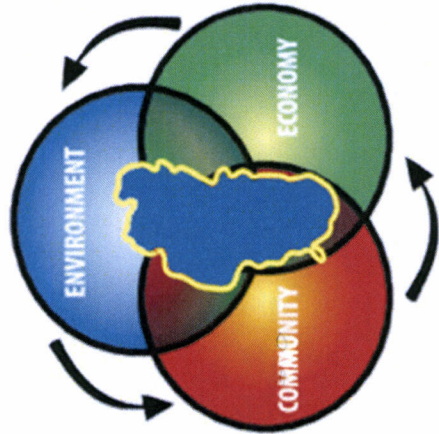
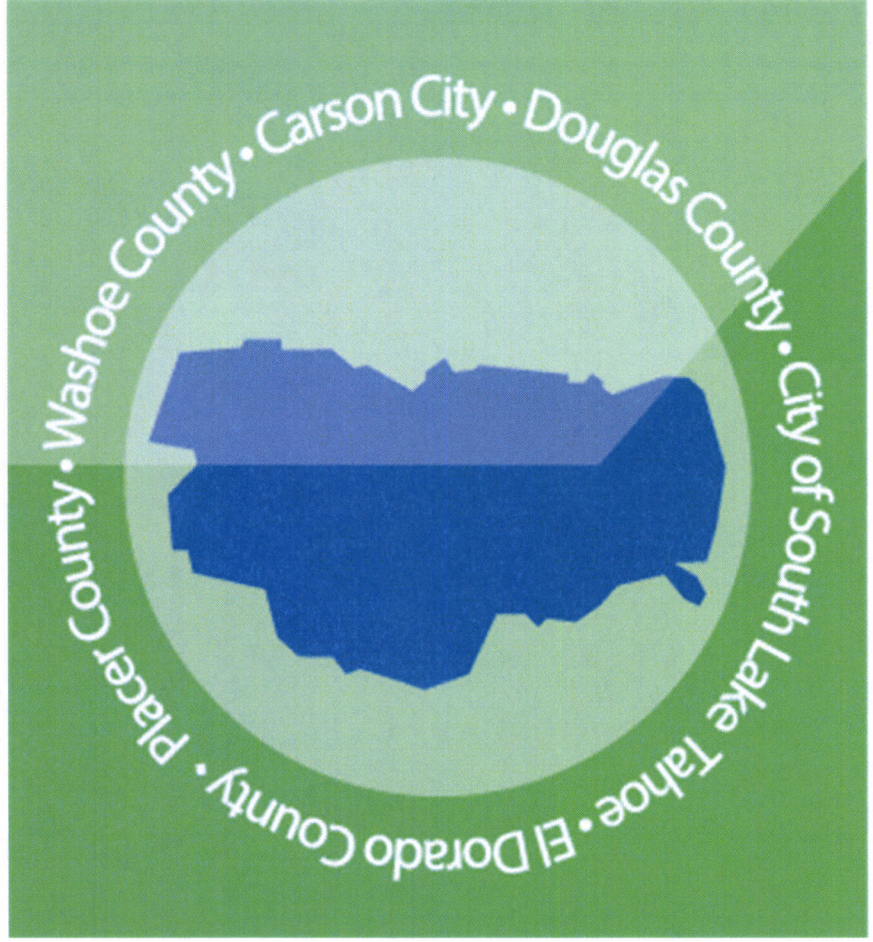
1  
Lake

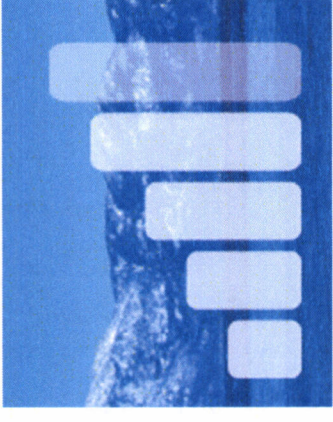
2  
states

6  
govt's

18 regional  
authorities

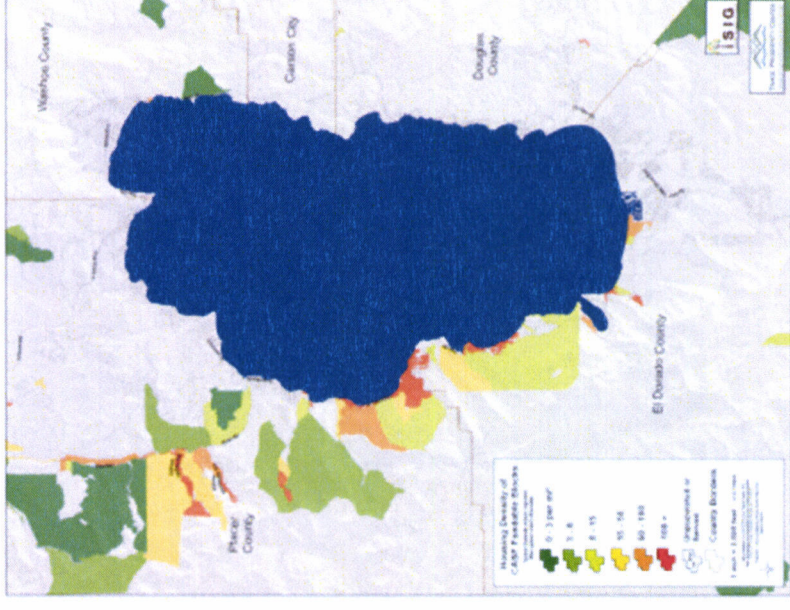
198  
Plan  
Areas





## Grant Goals:

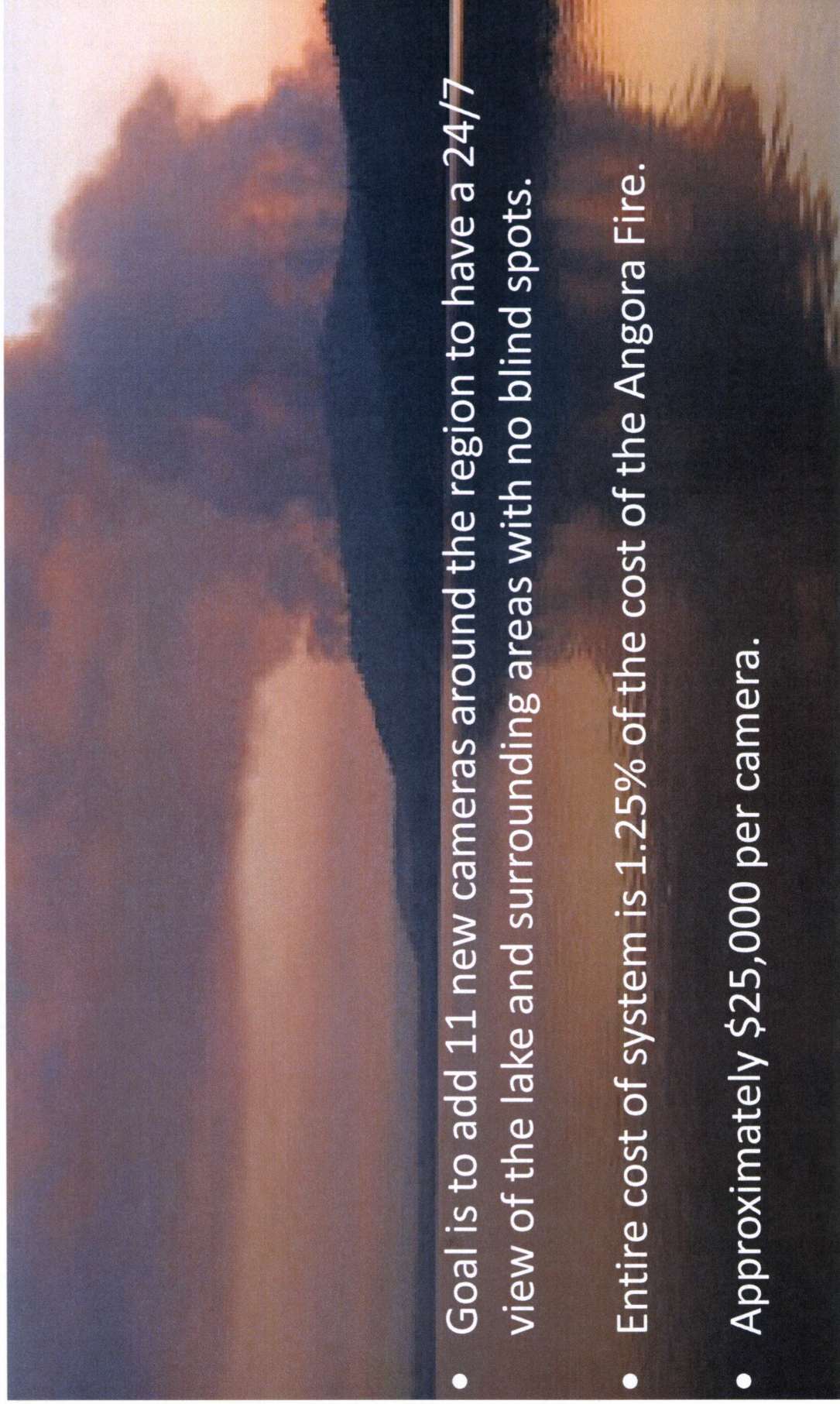
- To expand high-speed internet into underserved communities (*<6mbs down & <1.5mbs up*)
- Maximize cell coverage and capacity for Tahoe Basin residents, businesses and visitors
- Minimize the cell tower/communication site footprint
- Make the permitting process more predictable and efficient





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## AlertTahoe (fire camera system)

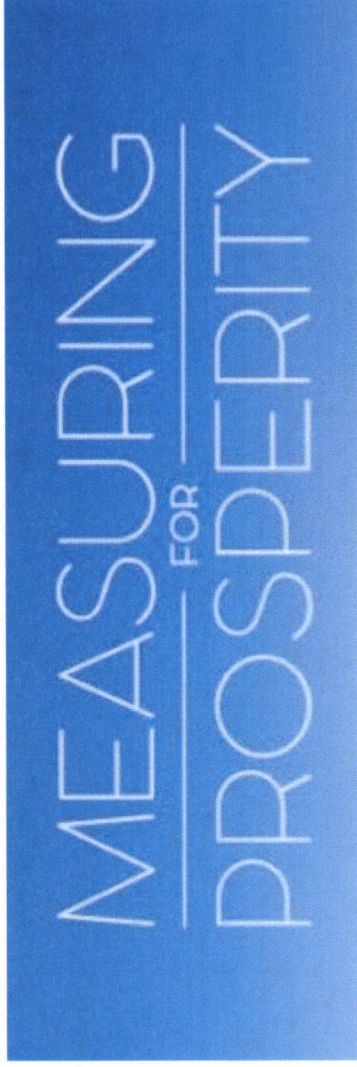


- Goal is to add 11 new cameras around the region to have a 24/7 view of the lake and surrounding areas with no blind spots.
- Entire cost of system is 1.25% of the cost of the Angora Fire.
- Approximately \$25,000 per camera.



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- Economic Indicators
  - Overnight stays/ TOT
  - Average daily hotel rates
  - Skier days
  - Sales tax collections
  - Median home prices
  - 2<sup>nd</sup>-homeownership rates
  - Per capita income
  - Total employed/unemployed
  - Jobs by industry
  - Development in urban areas
- Community Indicators
  - Population growth/decline
  - Public and private school enrollment
  - Registered voter participation
  - College enrollment
  - Crime rates
  - Payers for hospital services
  - Diagnosis groups of concern

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## Measuring for Prosperity Initial Highlights:

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Chart Source:  
ADE, Inc,  
Decennial  
Census and  
American  
Community  
Surveys

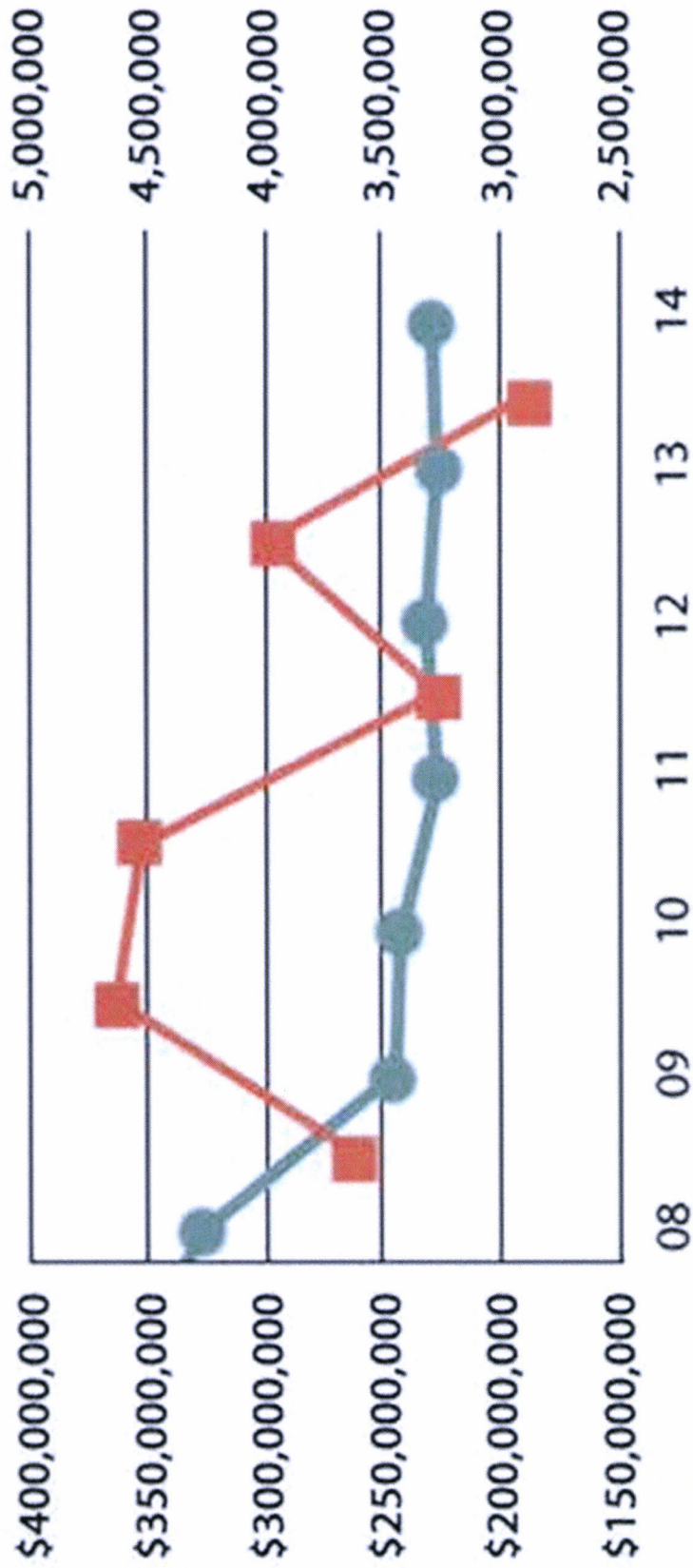
- Pronounced and sustained population decline, but perhaps some signs of reversing this trend?
- Continued reliance on tourism, but tourism employment has declined from 50% of total employment in 2003 to 44% in 2013.



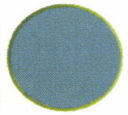
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## Gaming Revenue and Skier Visit Days



Skier Visit Days



Gaming Revenue

Skier Visit Days Source: Bob Roberts, CA Ski Industry, Association. Includes: Alpine Meadows, Boreal, Diamond Peak, Mt. Rose, Northstar, Homewood, Squaw, Sugar Bowl, Tahoe Donner, Heavenly, Kirkwood, Sierra-at-Tahoe. Gaming Revenue Source: Nevada Gaming Control Board





- Incomes continue to decline - not keeping up with inflation
- Home Price to Income Ratios:
  - Reno 5 to 1
  - San Francisco 8 to 1
  - Tahoe: 10 to 1!
- 10,000 commute over Spooner Summit/Kingsbury Grade every day both directions.



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Redevelopment is a positive indicator

- The areas that have undergone redevelopment are performing much better than the “neglected” areas.
- The market is responding positively to reinvestment.

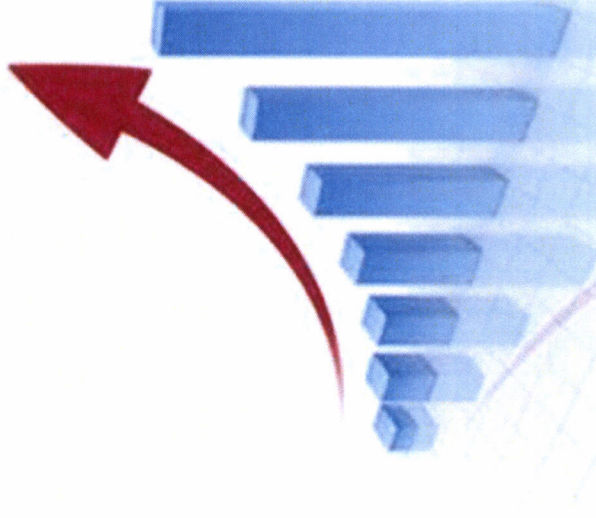




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## Next Steps: Workforce Tahoe Project

- Current phase – Workforce Walks – interviewing businesses about existing employment and business challenges. June 8 and 9 on the North Shore including Washoe County.
- Next step – evaluate that data and compare to current and future labor market factors. July – August
- Final phase – develop strategies and partnerships that can implement solutions to address the priority challenges. Sept – December
- Let's work together to diversify job opportunities within our core industry sectors: Tourism and Visitor Services, Environmental Innovation, and Health and Wellness.



## Together we can do this!

- Community Revitalization.
- Workforce Expansion within existing Economic Clusters.
- Connected Tahoe – become a viable destination to live, work and play.



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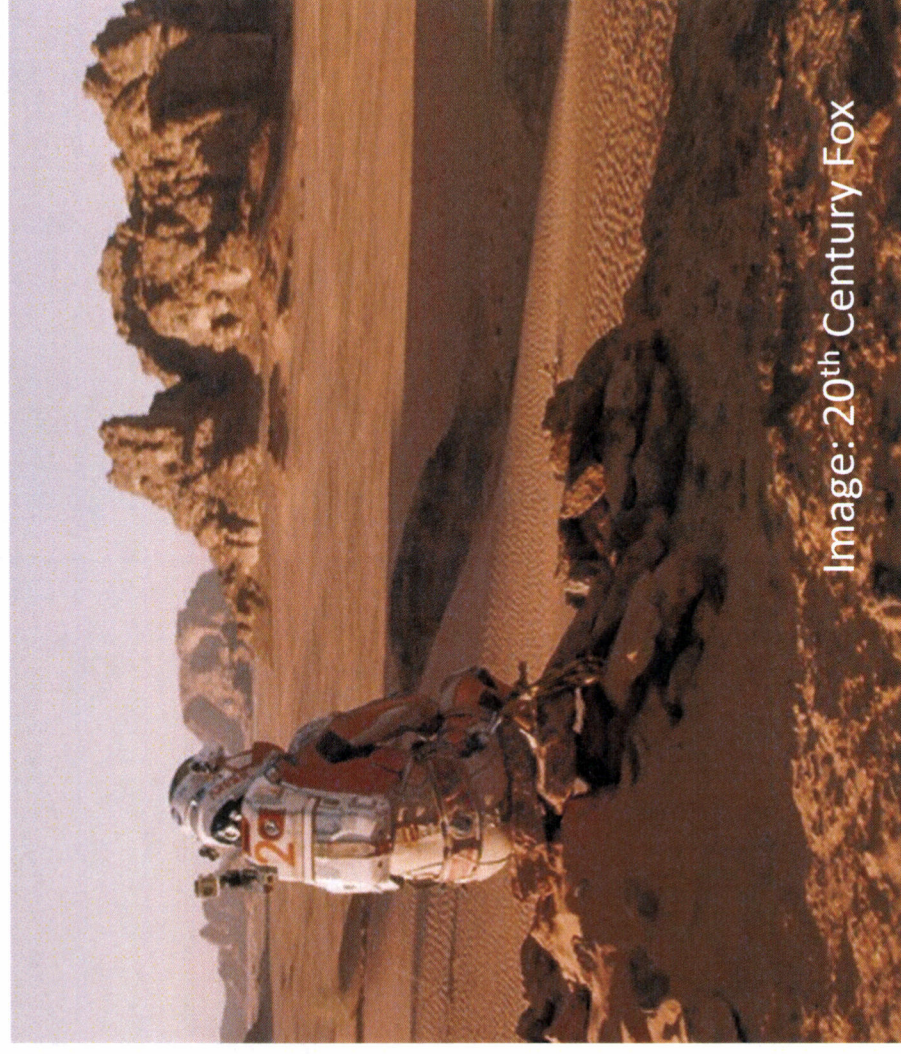


Image: 20<sup>th</sup> Century Fox

# MEASURING FOR PROSPERITY

The Tahoe Prosperity Center is uniting Tahoe's communities to strengthen regional prosperity.

Prosperity is defined as the condition of being successful or thriving, especially economic well-being. In order to ensure prosperity in the Lake Tahoe Basin, we must first understand where we are and where we are heading. Measuring for Prosperity does just that.



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# Lake Tahoe Basin Tourism

Tourism and Visitor Services accounts for approximately \$2 billion of the \$5 billion in revenue generated in the region. While Tahoe will always be a great place to visit, ski areas have seen declining numbers of visitors within the past few years and gaming revenues are also down (figure 1). Lodging properties (figure 2) and retail sales (figure 3) concentrated in town centers are seeing an increase in revenue, showing that visitors may be spending in other areas such as dining and shopping. Other types of recreation such as mountain biking and golfing are improving and the number of people attending outdoor concerts, events and activities in the region seems to be increasing as well. Policy recommendations for local agencies and businesses to consider include encouraging redevelopment to enhance resident and visitor amenities and expanding the variety of recreation activities.

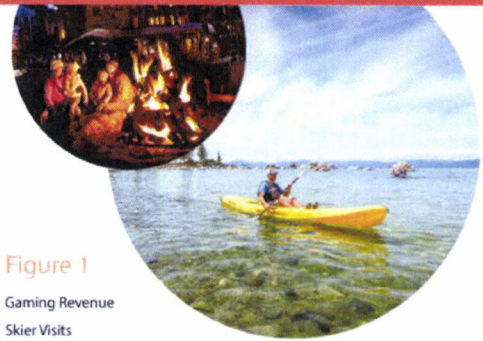


Figure 1

● Gaming Revenue  
■ Skier Visits

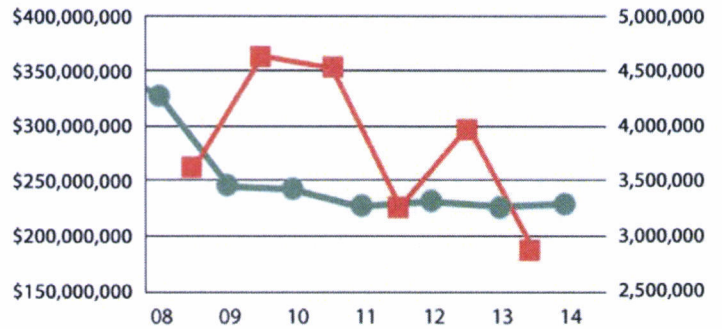


Figure 2

■ Quarterly TOT Revenues: Z.C. Stateline ('000)  
■ Quarterly TOT Revenues: South Lake Tahoe ('000)  
■ Quarterly TOT Revenues: North Shore, including Homewood ('000)  
■ Combined Quarterly Average ('000)

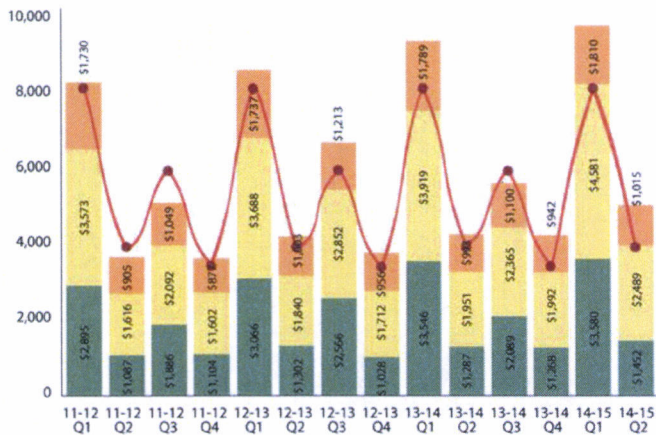
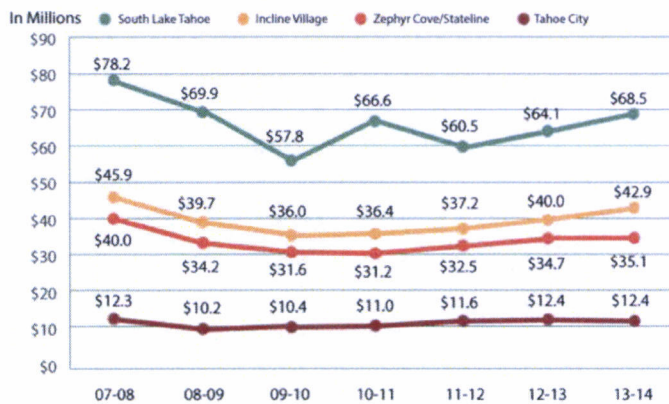


Figure 3

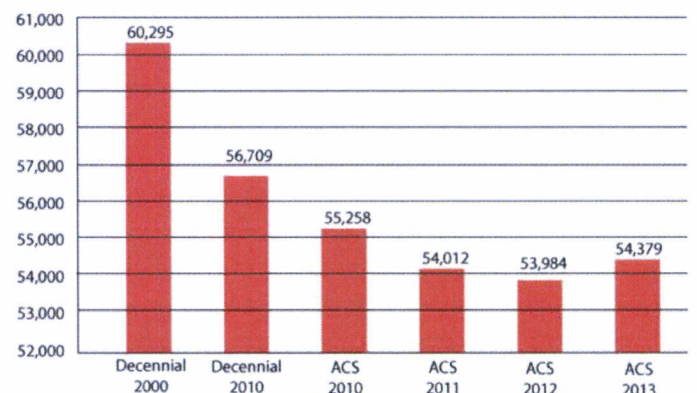


## Tahoe's Resident & Visitor Population

Lake Tahoe is a world-renowned destination. While the number of visitors to Lake Tahoe is estimated between 3-5 million people annually, the number of year-round residents has declined significantly since 2000 (figure 4). The high cost of housing and below average wages have forced some to locate housing or employment outside the Basin. The 25-44 year old age range has declined significantly in recent years, which could mean fewer families and prime working age population as the economy begins to recover.

However, in 2013, there was a slight increase in overall population - the first increase in more than twenty years - a hopeful sign.

Figure 4

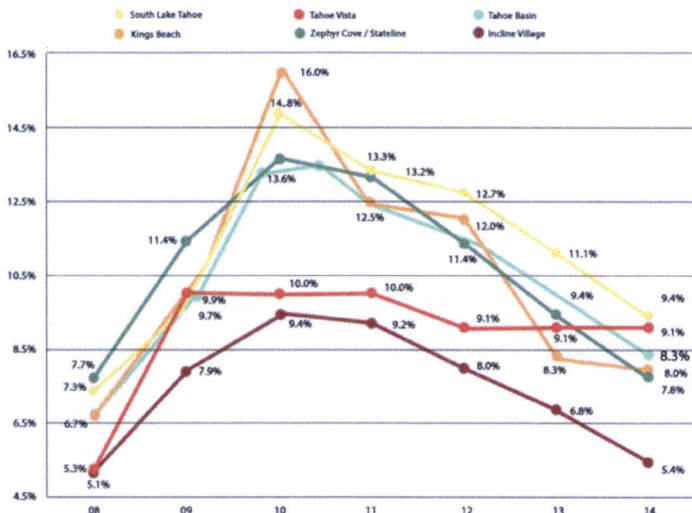


## Jobs in Tahoe

Employment in the region is primarily focused on Tourism and Visitors Services. Unfortunately, since the recession of 2008, the region has lost 6,500 workers from the labor force. While the most recent statistics from 2013 show more jobs than workers, many of those jobs are seasonal and low-wage. Tahoe's unemployment rates are higher than state averages (figure 5) although levels have improved since the recession.

Professional jobs show signs of stabilizing between 2009-2013, indicating a positive trend toward higher wage jobs in the region. However, with the influx of 50,000 jobs coming to the Reno/Sparks region by 2020, we foresee significant impacts to the Basin's workforce. The Tahoe Prosperity Center will bring together community leaders, businesses and residents to determine strategies for addressing some of these potential workforce challenges.

Figure 5



## Tahoe Real Estate

Basin-wide, home prices have appreciated 10 to 15 percent since 2013 (figure 6), while incomes have declined by approximately 5 percent during this same period.

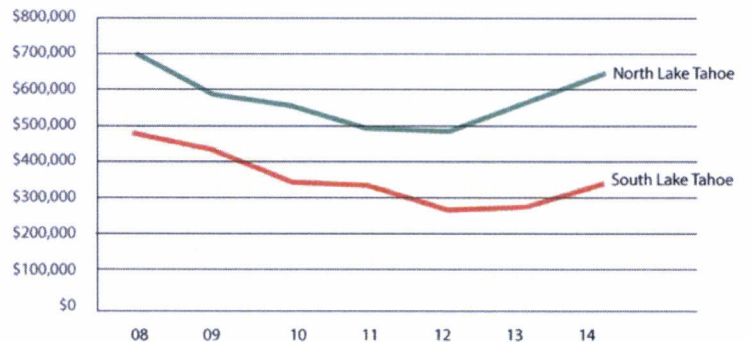
As of 2010, the median home price in the Tahoe Basin was 1,007% of the median income. This is significantly higher than the ratios observed in other areas, such as Reno (530%) and the Bay Area (838%). One-half to two-thirds of Tahoe's housing are second homes, not primary residences. This results in:

- Fewer spending dollars at local businesses (as compared to a full-time household)
- Fewer tax dollars from sales tax
- Difficulty in building "community" and fostering civic engagement

As a region, it is important to address this discrepancy. Policies encouraging planning that promote new mixed-use retail and housing in town centers, workforce housing subsidies for large employers and loan assistance programs for full-time residents are some ideas for consideration.



Figure 6



The complete Measuring for Prosperity Report is online at:  
[www.tahoeprosperty.org/prosperty](http://www.tahoeprosperty.org/prosperty).



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