



## TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

**AGENDA TITLE:** Consideration for Increased Contribution to Truckee Tomorrow Initiative to Provide Relief due to COVID-19 Impacts.

**MEETING DATE:** June 24, 2020

**PREPARED BY:** Kevin Smith, General Manager

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**RECOMMENDED ACTION:** Consider letter (see attached) from the Truckee Chamber of Commerce requesting an increase in the District's Truckee Tomorrow contributions to provide relief due to COVID-19. The request is to raise our contribution from \$10,000 to \$50,000 for the 2020 Budget year.

**DISCUSSION:** At the April Board of Directors meeting the General Manager informed the Board that Staff intended to bring proposals forward that would support our local business community likely through the North Lake Tahoe Chamber and Truckee Chamber of Commerce. There was Board consensus at that meeting for District consideration of initiatives and programs that could supporting our local business community to help relieve impacts due to COVID-19. Staff has a proposal from the Truckee Chamber that we would like to present to the Board. A proposal from the North Lake Tahoe Chamber is forthcoming.

**Truckee Chamber Proposal:** The Airport District has been a long-time supporter and funding partner of Truckee Tomorrow. Originating in 2010 on the heels of the recession, the Truckee Chamber of Commerce facilitated four community meetings to begin the dialogue of working together as a region to identify economic opportunities, challenges, and projects.

In 2013, a group of civic and community leaders were brought together to discuss economic development strategies to pursue. The group consensus was to pursue the creation of a Truckee brand and implementation of a place-based marketing effort that would create a centralized website providing live, work and play information. In 2015, upon securing funds from public and

private investors, the Truckee Tomorrow economic development initiative began. In 2015, the Truckee brand, Base Camp for a Big Life, was developed with extensive community outreach and input. The new Truckee.com website focusing on economic, community and visitation launched shortly after in 2016.

The Truckee Chamber of Commerce Board of Directors recognized the need to identify real business issues as defined by our business community. As a result, Truckee Tomorrow-Phase II (an economic development initiative) was conceived, facilitated by, and is managed by the Truckee Chamber of Commerce in partnership with private investors and the Town of Truckee. This public/private partnership's overarching goal is to create a diverse economy, while maintaining and growing a diverse, vibrant middle class.

In January 2018, the Truckee Chamber launched Business Speaks, convening the business community at quarterly gatherings to identify the greatest challenges facing the local business community and develop creative solutions. Through input from over 625 businesses over the course of 32 Business Speaks meetings, three projects were identified to tackle the issue of recruitment and retention, and address the overarching goal:

1. Develop an Employer Co-op - designed to help employers find workers to fill jobs
2. Growing Our Own- expanding on existing programs and identify creative opportunities for internships/apprenticeships
3. Develop Truckee as an Entrepreneur Ecosystem - a long-term, forward-thinking approach to diversifying Truckee's economy.

The Airport District has been an active participant and funder of Truckee Tomorrow since its inception. A diverse and vibrant business community is important to the ongoing viability and sustainability of the Airport District. A diverse and strong jobs market is also important to Airport District constituents. The above goals are important community goals that are broadly supported by local civic, community, and government organizations and leaders.

Due to COVID-19 the Chamber has needed to pivot to more basic support of our business community as many businesses are struggling to reopen and return to operation. The Truckee Chamber has needed to use their available funding to support these important endeavors. If the District is able to increase our Truckee Tomorrow contribution it will greatly help to keep the above programs in Truckee Tomorrow Phase II progressing forward.

Staff has reviewed the request and recommends approval of the increased contribution. More information about Truckee Tomorrow can be found at:

<https://www.truckee.com/truckee-chamber-commerce/truckee-tomorrow/>

**North Tahoe Chamber of Commerce Update:** The General Manager has also reached out to the North Lake Tahoe Chamber of Commerce to inquire if there are similar programs or support the

District can provide for their business community to address COVID-19 impacts. Staff continues to meet with Jeffery Hentz, CEO of NLTRA to understand projects and proposals that would qualify for District support. Staff hopes to bring a proposal to the Board in July or August.

**FISCAL IMPACT:** The fiscal impact of this proposal is an additional \$40,000 for Budget year 2020. Staff feels there is more than adequate funding in our Community Outreach funds to support this request.

**SAMPLE MOTION(S):** I move to (approve, continue, deny) the request from the Truckee Chamber of Commerce to increase the District funding commitment from \$10,000 in 2020 to \$50,000 (\$40,000 increase) to support the Truckee Tomorrow Phase II goals based on the following findings:

1. The District has been a long-time supporter of Truckee Tomorrow and the goals it seeks to achieve which have broad benefit to our constituents.
2. The District can directly benefit from the programs under development such as the Employer Co-op.
3. Supporting programs that diversify our local economy and encourage a robust business community are essential to the ongoing viability and sustainability of the Airport District.

**ATTACHMENTS:**

Letter from Truckee Donner Chamber of Commerce