

Tahoe Chamber Community Vision

The South Shore of Lake Tahoe reflects a thriving mountain community with a health and wellness lifestyle; an engaging array of jobs and business opportunities; access to world-class recreation, entertainment and the arts; a variety of educational and workforce development programs; a comprehensive multi-modal transportation network; affordable resident housing for those who work in the community; and a strong commitment to renewable energy and environmental stewardship.

Role of the Chamber

Tahoe Chamber's role in actively supporting the achievement of this Vision is to be a Catalyst, Convener, and Champion for businesses and the broader South Shore community.

“It is clear that neither local government nor private business can make this change alone. If this partnership does not occur the status quo will effectively remain in place. Similarly, the business and “private” communities are inter-dependent and mutually supportive. So by extension, if the partnership between government and business does not extend to the community at large, change will be unlikely.”

Stated at the 2012 Economic Forum

The Role of Business

Business is an integral part of the community—acting as the vehicle for jobs, local investment, and opportunities to connect. Business plays a key role in community leadership, volunteerism and encouraging an environmental ethic that aligns our business practices with the natural environment. Business attracts and sustains intellectual and investment capital within our community.

The Role of the Citizen

Neighbors, co-workers and friends play a vital role in shaping our future in partnership with the public and private sectors by becoming well educated and involved.

Share Your Vision

If you would you like to share your vision with the Tahoe Chamber, or to join our efforts towards building a greater economic and environmentally sustainable community, please contact us.

775.588.1728
169 Highway 50
Post Office Box 17181
South Lake Tahoe, CA 9615



UPDATED VISION 2020

Tahoe Future

A South Shore
Community
Vision

Economic Vitality

- Advocate for construction of all elements of the US Highway 50 South Shore Community Revitalization Project, including new deed-restricted affordable housing, complete streets amenities, transit services, US Highway 50 realignment and further economic revitalization in California and Nevada.
- Advocate for construction of the Tahoe South Events Center in Stateline, a new and unparalleled venue for conventions, special events and entertainment on Lake Tahoe's South Shore.
- Continue to advocate for policy and planning documents, including local area plans and area plan updates, to include functional economic and business opportunities with fair, timely and predictable outcomes and reasonable fees.
- Continue to advocate for the re-development of properties that achieve the "highest and best use" economic and environmental benefits.
- Produce meaningful educational forums, workshops and programs to educate entrepreneurs and businesses throughout the South Shore.



Quality of Life

- Maintain an active role in support of tourism, including recreation, arts and culture.
- Support the continued development and sustainability of the Barton Health System medical, surgical, orthopedics, wellness, sports medicine and training campus as an independent health care system serving the greater South Shore of Lake Tahoe and surrounding region.
- Support the diverse array of smaller medical, health and wellness providers throughout the community to help complement access to a health and wellness lifestyle.
- Serve as a champion and collaborative partner for strategies and initiatives that increase the availability of affordable resident housing to support a sustainable year-round economy and build a vibrant, inclusive and resilient community.
- Advocate for construction of the new Recreation Center and Swim Complex in South Lake Tahoe.

Sustainability

- Support the 100 percent renewable energy commitments of the City of South Lake Tahoe, Lake Tahoe Unified School District, Vail Resorts, and other South Shore businesses and organizations who have made or want to make that progressive commitment.
- Advocate for policies and programs which promote economic, environmental and community sustainability.
- Support access to scenic and sustainable recreational opportunities for residents and visitors.
- Educate the private community on their role in making sound decisions related to how we manage and respect our environment (for example, through the stewardship practices found at takecaretahoe.org).

Infrastructure

- Actively engage with other partners, including the Tahoe Prosperity Center, in pursuing economic infrastructure (e.g., "connected Tahoe" broadband).
- Support implementation of the 2017 Linking Tahoe: Regional Transportation Plan and the Tahoe Transportation District Linking Tahoe: Corridor Connection Plan.
- Support efforts to attract capital public and private sector investment to the Tahoe region.
- Advocate for prioritizing the maintenance of our infrastructure.



Intellectual Capital

- Support the Vision and Mission of Lake Tahoe Community College (LTCC) to be "California's Premier Destination Community College," serving our local, regional and global communities by promoting comprehensive learning, success and life changing opportunities.
- Continue as an active partner with ADVANCE, headquartered at LTCC, in support of workforce development programs and increasing the economic participation of all community members.
- Support collaboration involving K-12, vocational and higher education in both California and Nevada to provide competent trained workers for local businesses.
- Promote and assist in fostering a culturally rich learning community.
- Educate and engage current and future elected officials, policy makers and community leaders to act in the best interest of the total community.



Renderings of the proposed Tahoe South Events Center