

**City of Carson City
Agenda Report**

Date Submitted: September 25, 2012

Agenda Date Requested: October 4, 2012
Time Requested: 30 minutes

To: Mayor and Board of Supervisors

From: Office of Business Development

Subject Title: Presentation by the CEO of the Tahoe Prosperity Center, Moné Haen, regarding the Center's activities and strategies to implement the Lake Tahoe Basin Prosperity Plan, a regional plan to promote economic development within the Tahoe Basin and communities surrounding the Basin. (Lee Plemel)

Summary: The Lake Tahoe Basin Prosperity Plan was completed in 2010 with the participation and input from the counties and communities surrounding Lake Tahoe and other economic development stakeholders in the region, including Carson City. The Tahoe Prosperity Center was subsequently formed with representatives from around the Lake Tahoe region to implement the goals and objectives of the Plan. The mission of the Center is to promote regional sustainability through economic vitality, environmental stewardship, and healthy communities in and around the Lake Tahoe Basin. Members of the Tahoe Prosperity Center will provide a presentation regarding the Center and its activities to promote economic development in the region.

Type of Action Requested:

- Resolution
 Formal Action/Motion

- Ordinance-First Reading
 Other (No Action)

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: (No action required.)

Explanation for Recommended Board Action: The Carson City Office of Business Development continues to participate in Tahoe Prosperity Center activities that promote economic development in the region. The Center's executive board is giving presentations to local governments around the Tahoe Basin to update them on current and planned activities, and to promote continued support and participation from those jurisdictions and other stakeholders.

Applicable Statute, Code, Policy, Rule or Regulation: CCMC 17.05 (Tentative Maps)

Fiscal Impact: N/A

Explanation of Impact: N/A

Funding Source: N/A

Alternatives: N/A

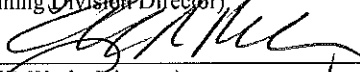
Supporting Material:

1) TPC Presentation


Prepared By: Lee Plemel, Planning Director

Reviewed By: 
(Planning Division Director)

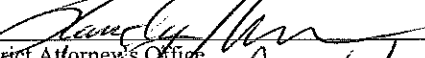
Date: 9-25-12


(Public Works Director)

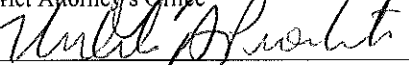
Date: 9-25-12


(City Manager)

Date: 9/25/12


(District Attorney's Office)

Date: 9/25/12


(Finance Director)

Date: 9/25/12

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)

TPC
T A H O E
P R O S P E R I T Y
C E N T E R



October 4th, 2012

Agenda

1. Tahoe Prosperity Center Formation & History
2. Mission Statement & Who We Are
3. Approach & Objectives
4. Current Initiatives
5. Appendix
 - TPC Summary
 - Organizational Charts
 - Executive Committee Bios



Tahoe Prosperity Center Formation & History



Lake Tahoe Basin Prosperity Plan (LTBPP)



Multijurisdictional Collaboration

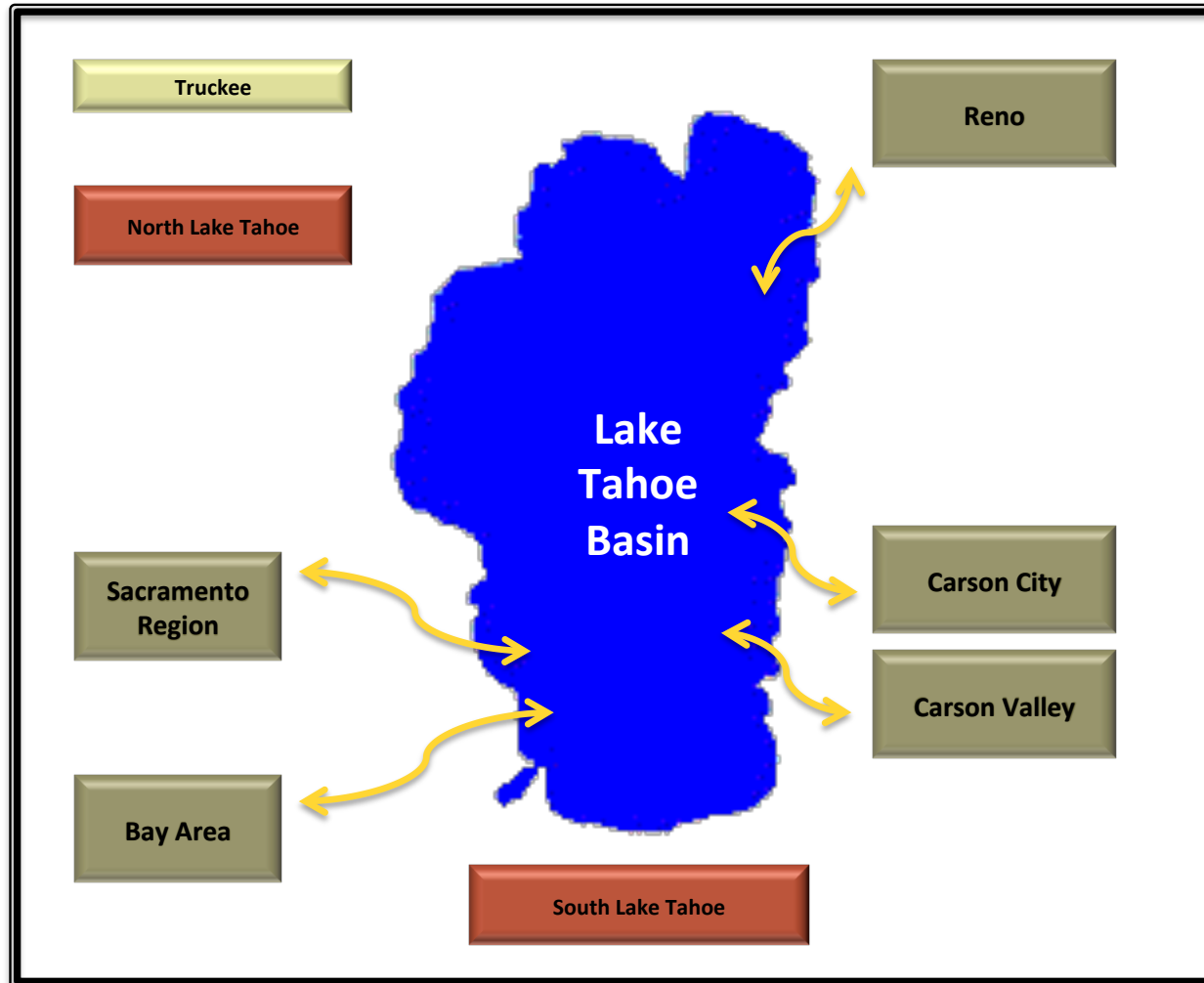
- Business, Education & Workforce Partners
- TRPA (Tahoe Regional Planning Agency)
- WNDD (Western Nevada Development Dept.)

Motivation for the LTBPP

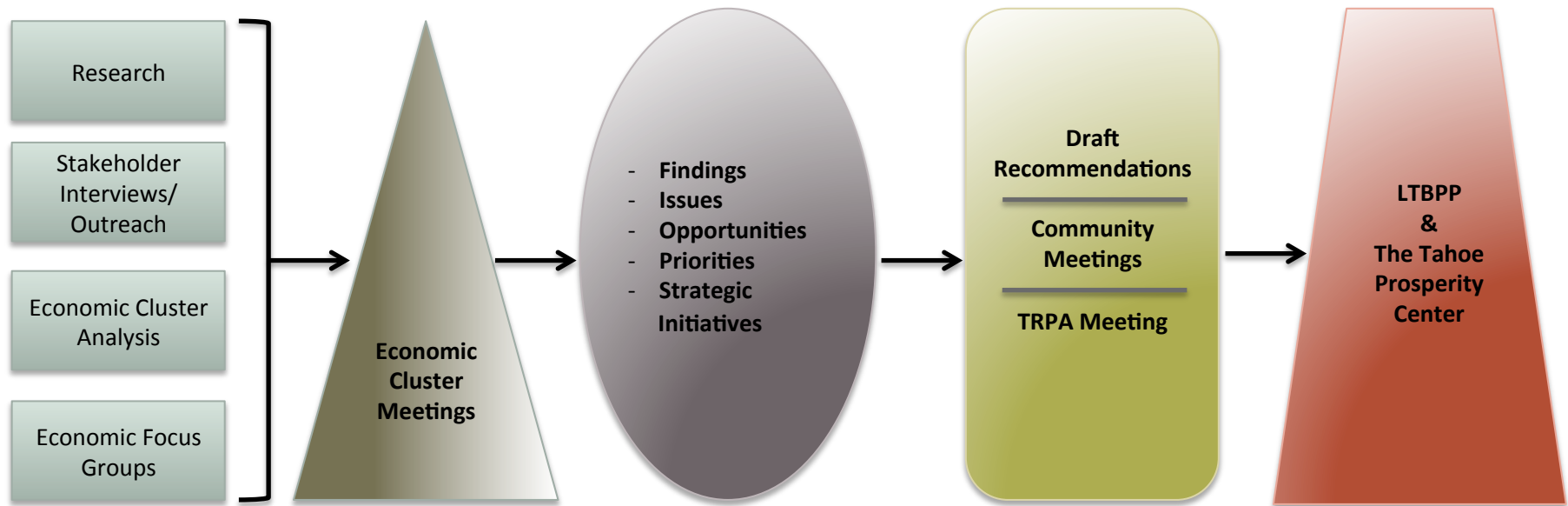
- Lack of common vision & voice
- Deteriorated/aging buildings & infrastructure
- Challenging regulatory process
- Broad band gaps
- Lack of financing
- Need for transportation alternatives & walkable communities
- Lack of coordinated marketing effort
- Lack of coordinated access
- Business-to-business sales leakage
- Need for regional collaboration & dialogue



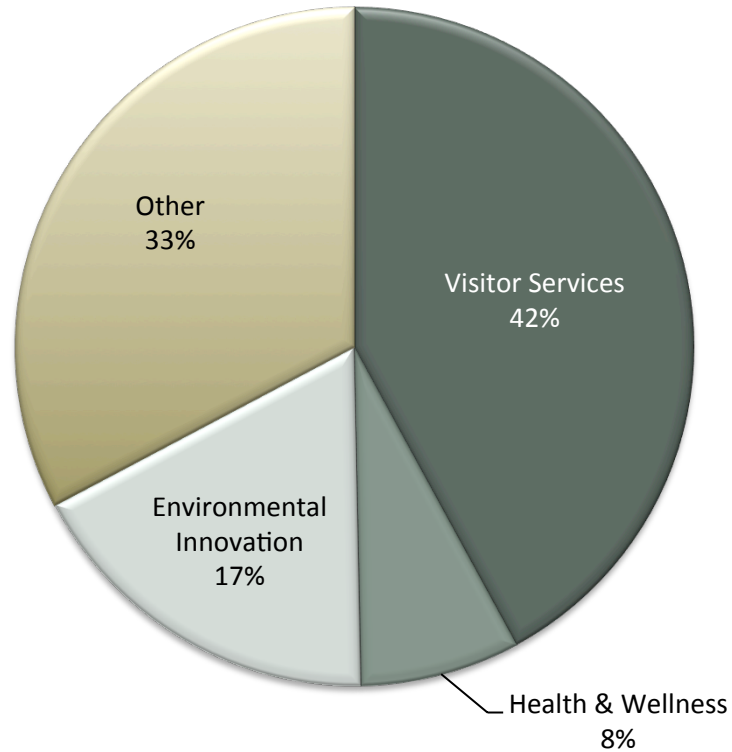
Regional Linkages



LTBPP Process



Results of the Economic Analysis



Total Basin Economy = \$4.7 billion per year



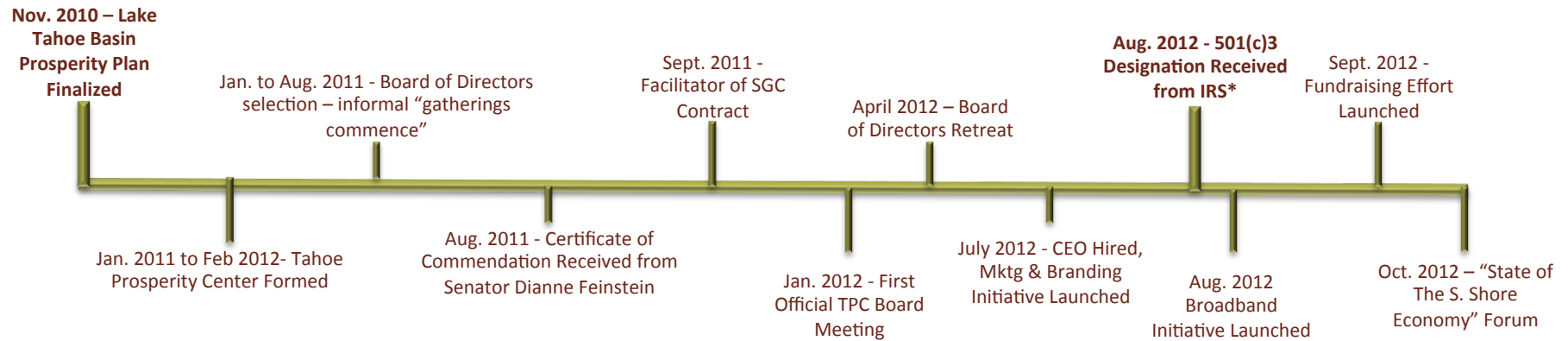
The Tahoe Prosperity Center - Mission Statement & Who We Are



Tahoe Prosperity Center

Mission

The Mission of the Tahoe Prosperity Center is to promote regional sustainability through economic vitality, environmental stewardship and healthy communities in and around the Lake Tahoe Basin.



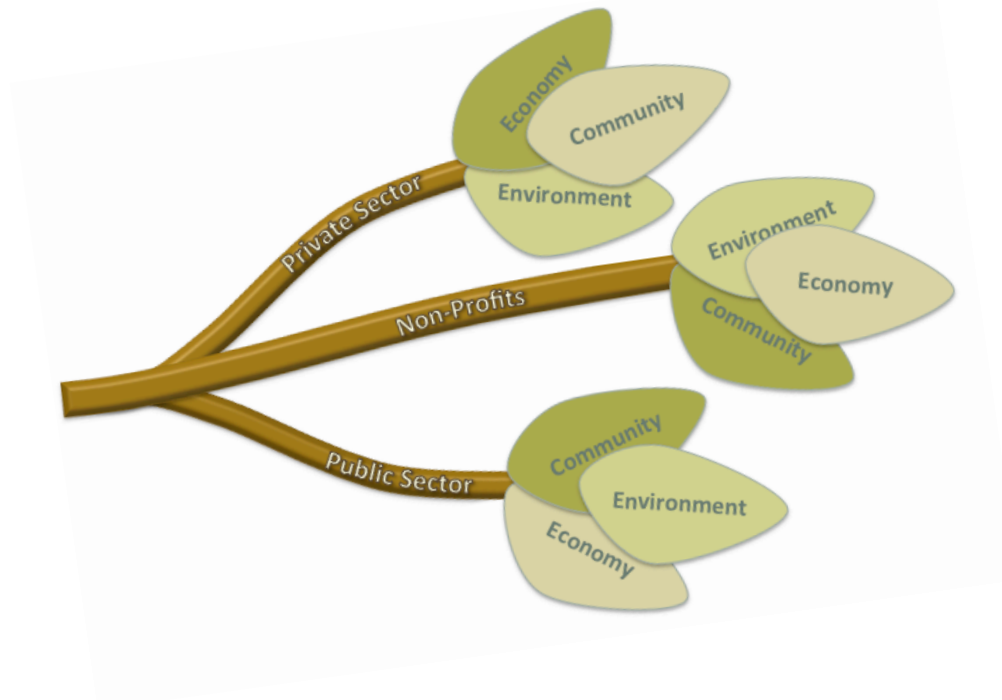
* Retroactive to June 27th, 2011



Tahoe Prosperity Center

How Will We Get There?

We believe that the regional leadership, planning and policy enhancement, infrastructure development and generation of new capital will be the pillars for change and prosperity.



Board of Directors – A Regional & Cross-sector Mix



The Tahoe Prosperity Center – Approach & Objectives



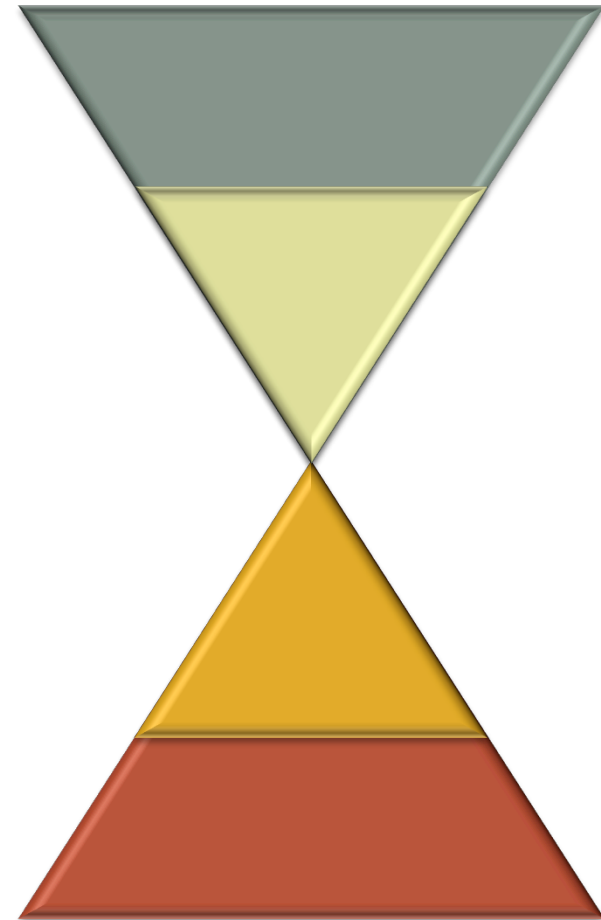
Basin Wide Goals & Objectives

- **Top Down Approach**

- Invest in the fundamentals
- Invest in economic cluster initiatives
- Collaborate
- Be a voice for the region

- **Bottom Up Approach**

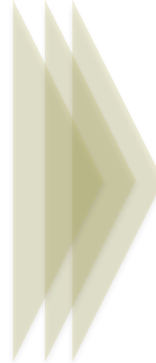
- Redevelopment/repositioning of existing buildings
- Improve public transportation & expand broadband
- Ensure a fair and predictable approval process
- Facilitate educational & workforce retraining programs
- Support local employers in order to retain talent
- Natural environment preservation & improvement



TPC Services & Objectives

Service/Objective

1. Economic Development



Action/Resource

Facilitate a seamless process for investment in our future

- Resources & services for economic cluster initiatives
- Education and workforce excellence
- Business and development
- Entrepreneurship support in partnership with chambers

2. Leadership



Inspire, connect and encourage citizens to work together as a region

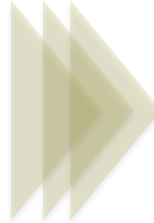
- Convener
- Development
- Regional linkages to bi-state leadership



TPC Services & Objectives (continued)

Service/Objective

3. Planning & Policy

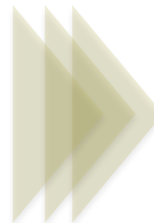


Action/Resource

Collaborative model is designed to identify and influence planning

- Promote region-wide cooperation
- Ensure equality and predictability
- Research and data center

4. Infrastructure Development



Support vital improvements in broadband, transportation and affordable housing

- Initiative identification
- Stewardship of regional initiatives
- Regional grant and contract management

5. Capital Generation



Capital investment required for economic & environmental sustainability

- Attracting capital to the region
- Connecting capital to initiatives
- Connecting capital to businesses



The Tahoe Prosperity Center – Current Initiatives



Current Initiatives

Broadband Initiative

Objective: Bring together various resources to design and implement a comprehensive, efficient and effective digital infrastructure that serves the communities surrounding the Lake Tahoe Basin.

- Status:
 - ◆ Kick-off Meeting – held August 10, 2012
 - ◆ Phasing of Project – completed
 - Phase I: Feasibility Study – scope & parameters in process
 - Phase II: Sourcing of Providers
 - Phase III: Implementation
- Next Steps:
 - ◆ Phase I: Feasibility Study
 - Complete scope & parameters of feasibility study
 - Survey – draft survey to determine current usage and gaps in service
 - Map current coverage and determine gaps in service
 - Recruit initiative management team
 - Recruit volunteer workforce – likely Vista Volunteers
 - Compile data
 - Draft report for review
 - Solicit feedback
 - Finalize report for presentation to providers
 - ◆ Phase II: Sourcing of Providers in conjunction with One Globe Corporation
 - ◆ Phase III: Implementation



Current Initiatives (continued)

Sustainable Communities Grant

Objective: Integrate Sustainability elements and frameworks into land use, community, infrastructure, economic, and stewardship planning and development.

Funding: California Strategic Growth Council Grant awarded to the Partnership for Sustainable Communities with the Tahoe Metropolitan Planning Organization as the fiscal agent – September 2010. Contract awarded to the Tahoe Prosperity Center (TPC) led Team after a competitive RFP process –October 2011. The Tahoe Prosperity Center Team includes seven separate specialty firms with the TPC Project Manager providing Project Leadership and direction.

- Status: Project Launch Meeting conducted October 13, 2011
 - ◆ Project Duration: October 13, 2011 to December 31, 2013
 - ◆ Key Deliverables:
 - Lake Tahoe Sustainability Action Plan
 - Lake Tahoe Sustainability Collaborative
 - Tahoe Livable Community Pilot Projects
- First Year Initiatives:
 - ◆ Assess, design, outreach, launch and facilitate the Lake Tahoe Sustainability Collaborative including sustainability subject matter working groups
 - Multi-sector, region-wide stakeholders self-selected
 - Working groups organized around critical sustainability challenges



Current Initiatives (continued)

Sustainable Communities Grant

- First Year Initiatives (continued):
 - ◆ Complete baseline conditions assessment, performance indicators & community vision as part of overall Community Plan updates framed by Tahoe Livability Principles
 - ◆ Complete Climate Action Database as framework for crafting Tahoe Climate Action Plan elements to be incorporated in the TRPA Regional Plan Update, Regional Transportation Plan and Community Plan updates
 - Includes Climate mitigation and adaptation strategies and green house gas emissions reduction targets
 - ◆ Complete vision, goals, objectives and guiding principles for the Lake Tahoe Sustainability Action Plan (LTSAP)
 - Stakeholder engagement
 - Public participation
- Second Year Initiatives:
 - ◆ Complete Community Plan Updates resulting in Tahoe Livable Community Pilot plans
 - ◆ Complete the Lake Tahoe Sustainability Action Plan
 - ◆ Establish a permanent process for ongoing function of the Lake Tahoe Sustainability Collaborative
 - ◆ Finalize Climate Action Plan elements included in the Sustainability Action Plan



Current Initiatives (continued)

State of the Economy – Public Outreach Forums

Objective: To inform, educate and build a shared knowledge and consensus of the hurdles facing the local communities

- Status:
 - ◆ “State of the South Shore Economy” forum scheduled for October 23rd, 2012
 - Presentation of economic study completed by Carl Ribaudo
 - Public Q&A and feedback
 - ◆ North Shore Economic Forum – in process

- Next Steps:
 - ◆ Follow up forum for the South Shore
 - ◆ Establish dates, times, locations and content of North Shore forums



Appendix

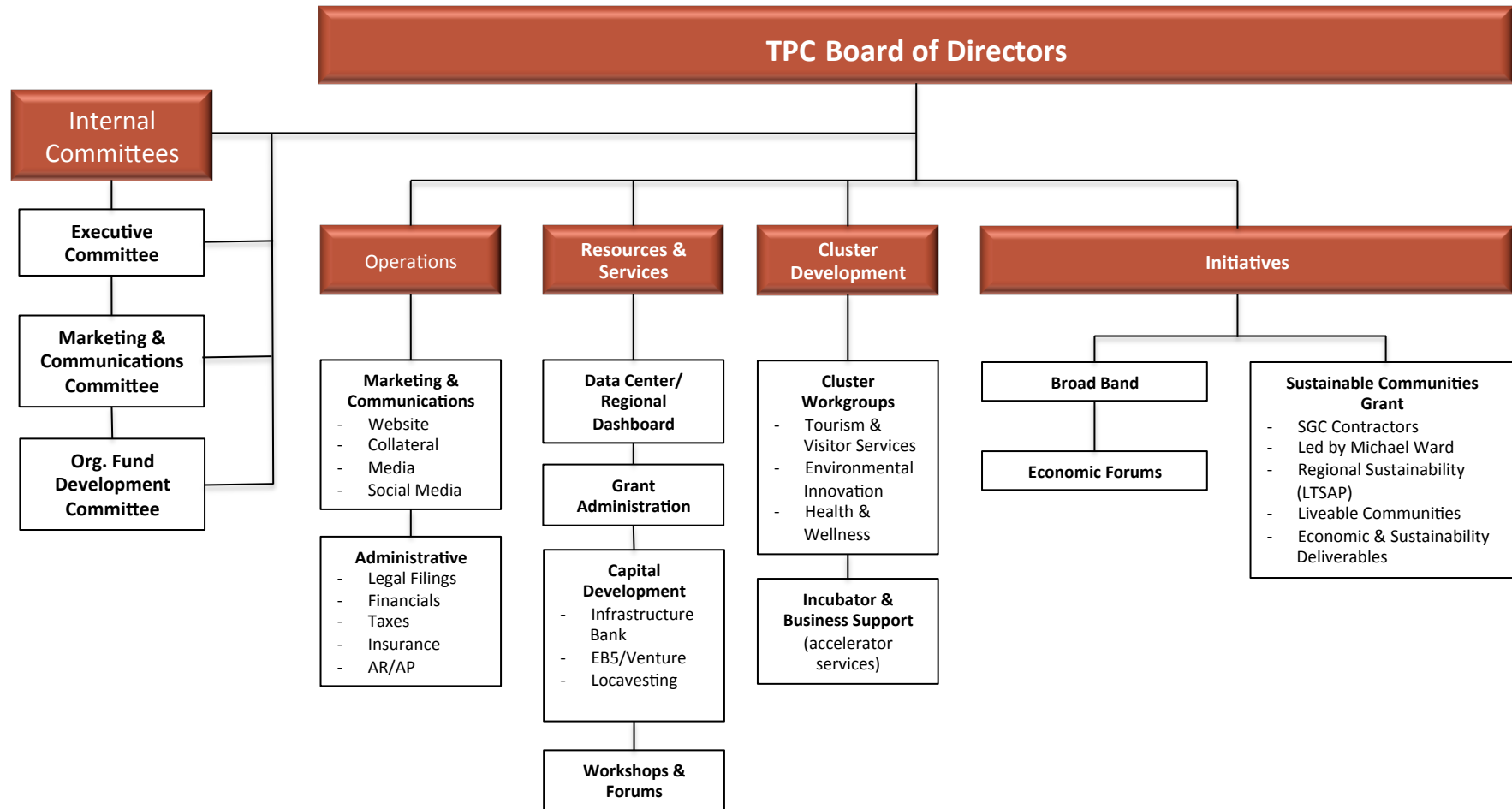


Tahoe Prosperity Center –Summary

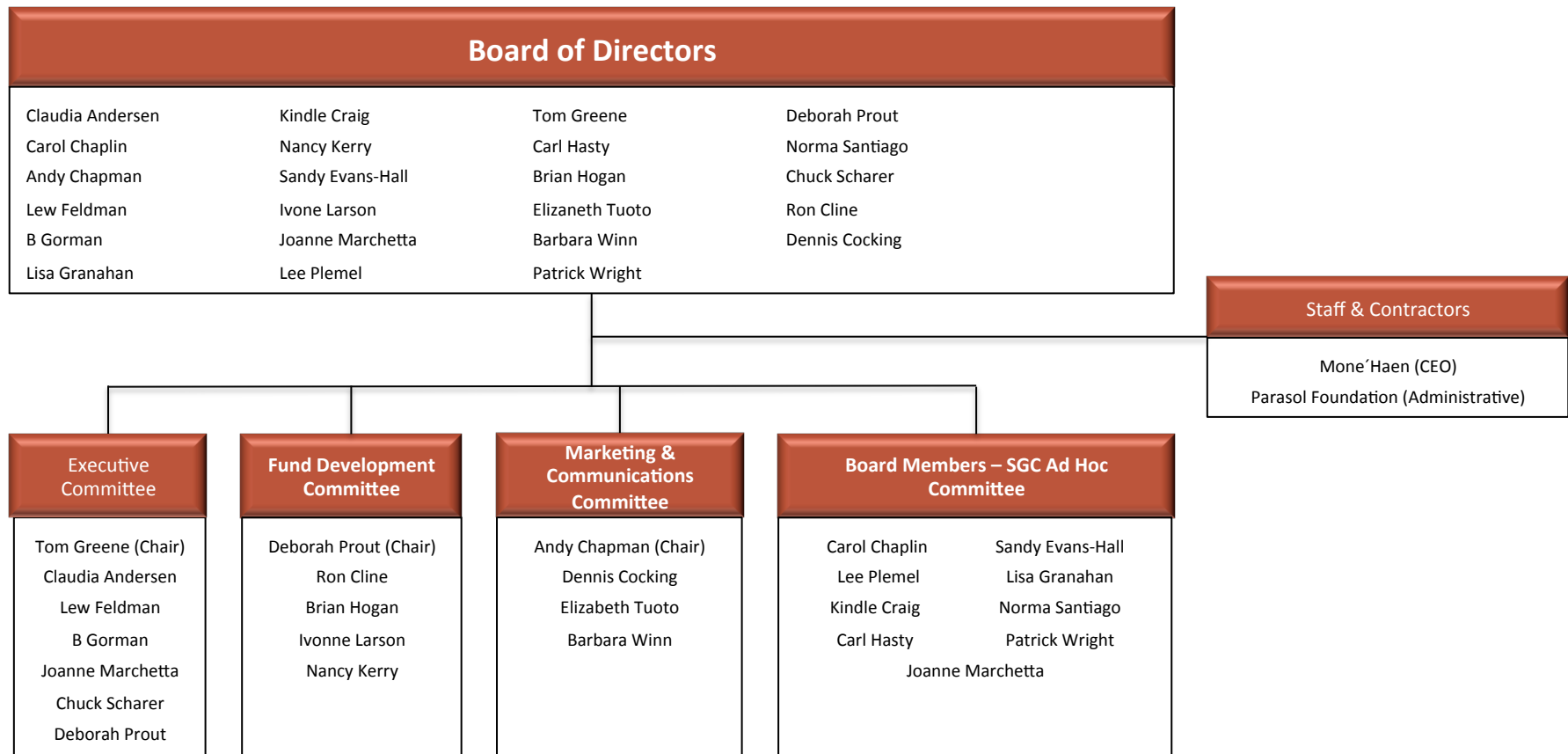
- **Regional Collaborative – 501(c)3**
 - 5 Counties, Two States, One City
 - Board of Directors includes stakeholders from: business, education, transportation, housing, environmental groups, utilities, tourism & recreation
- **Regional Economic Cluster Initiatives**
 - Visitor Services & Tourism
 - Green Business & Environmental Innovation
 - Health & Wellness
- **TPC Services**
 - Economic Development
 - Leadership
 - Planning & Policy
 - Infrastructure Development
 - Capital Generation



TPC Organizational Chart



Board of Directors Organizational Chart



Executive Committee Member Bios



Tom Greene, Board Chair - *Lake Tahoe Community College*

Thomas Greene is the Chairman of the Board for the Tahoe Prosperity Center and is Vice President, Academic Affairs and Student Services of Lake Tahoe Community College. He holds a Ph.D. in educational administration and community college leadership from the University of Texas, Austin. He also holds a B.S. in finance and an M.S. in counseling from Northern Illinois University. He consults nationally with numerous state college systems in areas of student engagement and success, and has published numerous related scholarly articles. In his current role, Tom provides strategic direction the LTCC's workforce training and program development efforts.

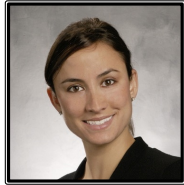


Claudia Andersen, Vice Chair – *Parasol Tahoe Community Foundation*

Claudia currently serves as the Vice Chair of the Tahoe Prosperity Center and is the CEO of the Parasol Tahoe Community Foundation; Tahoe's oldest and largest community foundation. A graduate of Western Illinois University, Claudia has extensive experience in both the corporate and non-profit sectors. In her most recent business role as the Senior Vice President of All Night Media, Inc., she was instrumental in managing the growth of the San Rafael, CA, company as it quadrupled in annual revenues. In 2001, she retired to Lake Tahoe, but was soon immersed in the world of non-profits, both in staff and volunteer capacities.



Executive Committee Member Bios



Mone' Haen, CEO

Ms. Haen was named the CEO of the Tahoe Prosperity Center in July, 2012. She comes to the TPC after a fifteen-year career in the institutional real estate sector, most recently serving as chief financial officer for Invesco Real Estate's \$4 billion core, commingled real estate fund. Prior to her six-year tenure with Invesco, Ms. Haen served as Director of Corporate Finance with the technology related REIT, Digital Realty Trust, and served various roles in acquisitions, capital markets and asset management for AMB Property Corporation (now Prologis). Ms. Haen received her B.S. in business management from the University of Utah. She resides in Truckee, California with her husband and daughter.

Deborah Prout, Treasurer – *Sierra Nevada College*

Deborah Prout is currently Associate Vice President for Development at Sierra Nevada College. She serves as a member of the senior management team for the College and as a member of the President's cabinet. She previously served as President and CEO of Nevada Microenterprise Initiative. She is a founding Board Member of the Alliance for Nevada Nonprofits (ANN) and for the past three years has served as the organization's first President. Ms. Prout has over 35 years of experience in all aspects of organizational development for nonprofit and business entities. As a consultant in the Baltimore-Washington area she worked with closely-held entrepreneurial companies and with a wide range of nonprofit organizations, including those in the arts, education, social services and trade and professional groups. Her initial career was in health care policy in Washington, D.C. including experience as a staff member for the House Commerce Subcommittee on Health and the Environment, with the Office of Legislation for the Department of Health and Human Services, and as the first Director of Public Policy for the American College of Physicians.



Executive Committee Member Bios



Betty "B" Gorman, Secretary – *Tahoe Chamber*

Betty "B" Gorman the President and CEO of TahoeChamber and serves on the Executive Committee of the Tahoe Prosperity Center. Additionally, Gorman serves on the Board of Directors for the Western Association of Chamber Executives, Sierra Nevada Geotourism and the Rotary Club of SLT. Prior to moving to South Lake Tahoe in 2006 Gorman spent nine years with the Muscular Dystrophy Association in the Bay Area where she oversaw service programs such as: summer camp, durable medical equipment purchases, support groups and myriad fundraising events out of nine offices to generate in excess of 5 million net per year. Additionally, Gorman was responsible for negotiating with the neurology clinics to provide MDA services at Stanford, UCSF, Cal Pacific Medical Center, UC Davis, and local hospitals in communities such as Fresno and Bakersfield.



Lew Feldman – *Feldman, McLaughlin, Thiel, LLP*

Born In Los Angeles, California, in 1951, Lew graduated from Pepperdine University with a Bachelor of Arts magna cum laude in 1973 and obtained his law degree from Loyola Marymount University in 1975. He is a member of the State Bars of California and Nevada, and is admitted to practice in the United States District Court for the Northern, Central and Eastern Districts of California, the United States District Court for the District of Nevada, the United States Court of Appeal for the Ninth Circuit, and the Supreme Court of the United States. Lew is a member of the Real Estate, Business Law and Environmental Law sections of the California State Bar Association. Lew has served on numerous TRPA committees, local boards, and community organizations. He began his legal career as a Deputy City Attorney in the City of Los Angeles and moved to South Lake Tahoe in 1978. Since 1985, he has devoted an increasing amount of time to redevelopment and private development projects within Lake Tahoe, and since 1991 has represented the private developers comprising the Boulder Bay Redevelopment Project, Tahoe Beach Club, Heavenly Village Redevelopment Project and several other hospitality, commercial and affordable housing projects within the Tahoe Basin.



Executive Committee Member Bios



Chuck Scharer – *Edgewood Companies*

Chuck Scharer is the President and Chief Executive Officer of Edgewood Companies. Prior to his appointment as CEO, Mr. Scharer served as a member of the Board of Directors and chaired the Board's Finance Committee and Audit Committee. A veteran of the hotel/casino industry, prior to joining Edgewood Companies, Mr. Scharer completed an 18-year career with Harveys Casino Resorts, based in Lake Tahoe, Nevada where he served as President and CEO from 1995 to 2001 and Chief Financial Officer from 1988 to 1995. During his tenure, Mr. Scharer helped lead Harveys to become one of the most respected and successful companies in the hotel/casino industry.



Joanne Marchetta – *Tahoe Regional Planning Agency (TRPA)*

Joanne Marchetta is the Executive Director of the Tahoe Regional Planning Agency, and has held that position since 2009. Prior to that, she served as TRPA's General Counsel for four years. She has a long history of managing complex land use issues including environmental waste clean-up negotiations and comprehensive planning updates. Joanne has worked for a variety of organizations such as the US Department of Justice, the Environmental Protection Agency and the Presidio Trust in San Francisco where she managed the comprehensive planning update to transition the Presidio from a military base to public parkland by leveraging revenue generated through rehabilitation and redevelopment of its buildings.

