

**South Lake Tahoe General Plan Update**  
**REVISIONS/ADDITIONS TO ECONOMIC DEVELOPMENT ELEMENT**  
**BASED ON COMMUNITY WORKSHOP #5 INPUT**

Prepared by Mintier Harnish  
August 5, 2009

- 1) Revise policy ED-2.5 as follows

**Policy ED-2.5: Healthcare Industry Expansion**

The City shall support the expansion of South Lake Tahoe's healthcare industry to serve the needs of South Shore residents, and the healthcare industry is expected to ~~support the delivery of~~ deliver healthcare services that are competitively-priced and meet community needs.

Source: Draft Tahoe Valley Community Plan, GPU Consultants, Community Workshop

- 2) Combine policies ED-3.1 and ED-3.2 into one policy, and revise as follows:

**Policy ED-3.1: Aggressive Business Attraction Programs**

The City shall seek to attract new businesses providing goods and services currently underrepresented in the community and desired by permanent residents, as found in the community survey (National Research Center, December 2008), the Retail Market Analysis (RRC Associates, December 2005), and identified by participants during General Plan workshops. Examples of these businesses include general retail (e.g., appliances, household goods, sporting goods, specialty grocery), consumer electronics, apparel, and healthcare clinics/ institutions.

Sources: South Lake Tahoe Smart Growth Principles, National Citizen Survey December 2008, RRC Report, Community Workshop

- 3) Revised implementation program IMP-2.5 as follows:

**IMP-2.5: Five-Year Economic Development Implementation Plan (MPSP)**

The City shall establish a five-year implementation plan for Economic Development, reviewed with City Council every 12 to 18 months. Economic development incentives that should be addressed include tax incentives, utility cost reductions and incentives, business license fee reductions, regulation and permit streamlining, business market gap analysis, and business identification analysis. Economic development strategies that should be addressed include free weekend events, scheduled regional air carrier service, City outreach to local business owners, marketing and outreach for business attraction, and fact sheets for available buildings and properties. Source: Staff, Community Workshop

- 4) Create a new policy as follows:

**Policy ED-1.15: Creating a Sense of Place**

The City shall encourage the creation of small, local, retail businesses that create a sense of place and local identity for South Lake Tahoe. Source: Community Workshop

5) Create a new policy as follows:

**Policy ED-1.16: Regularly-Scheduled Street Fair**

The City shall identify an area, possibly along Ski Run Boulevard or near Lakeview Commons, for a regularly-scheduled street fair. The street fair can include, but is not limited to, a farmers market, street vendors, live music, and special events. Source: Staff, Community Workshop

6) Revise policy ED-2.20 as follows:

**Policy ED-2.20: City Outreach Program**

The City shall create City outreach programs for existing businesses which includes personal visits ~~by~~ or semi-annual meetings with Staff to hear and connect with business throughout the city regardless of their scale. Source: Staff

7) Combine policies ED-1.10 and ED-2.2 as follows:

**Policy ED-1.10: Expanding Events and Entertainment Opportunities**

The City shall encourage the sponsors of sporting events, festivals, international competitions, and entertainment shows to hold events at public (e.g., Parks and Recreation facilities) and private facilities in South Lake Tahoe, particularly during off-season (spring and fall). The City shall also participate in community organizations specifically formed for this purpose (e.g., Sports Commission). Source: Staff, Stakeholder, GPU Consultants

8) Combine policies ED-2.13 and ED-2.14 as follows:

**Policy ED-2.13: Tourism Promotion**

The City shall continue to work and collaborate with organizations that promote tourism in the South Shore, especially during the off-season (spring and fall). Source: GPU Consultants