



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association Committees

The following committees help guide work of the NLTRA organization.

Committee members provide valuable input and guidance to NLTRA staff to fulfill objectives of the Management District Plan (MDP) and implement Tourism Master Plan priorities.

- **NLT-TBID Advisory Committee:** The NLT-TBID Advisory Committee will advise the NLT-TBID Board of Directors on implementation of the Management District Plan.
- **Zone 1 Advisory Committee:** The Zone 1 Advisory Committee will make recommendations to the NLT-TBID Board of Directors on the uses and implementation of funds allocated to the Zone 1 specific services budget category.
- **NLTRA / TOT Committee:** The NLTRA/TOT Committee will focus on identifying affordable housing and transportation programs and projects in North Lake Tahoe.
- **In Market Tourism Development:** The In-Market Tourism Development Committee advises on marketing campaigns and initiatives targeted to in-market visitors and works in conjunction with the Chamber of Commerce and Business Associations to align efforts in supporting local business and enhancing a vibrant business community.
- **Tourism Development Committee:** The Tourism Development Committee oversees Marketing, Conference & Leisure Sales, the Marketing Coop agreement and Special Events. The committee is comprised of NLT-TBID Board Members and marketing/sales professionals.
- **Finance Committee:** The Finance Committee oversees the NLTRA annual budget, reviews organization financials on a monthly basis and is responsible for overseeing an independent annual audit. The committee is comprised of NLT-TBID Board Members and finance professionals.