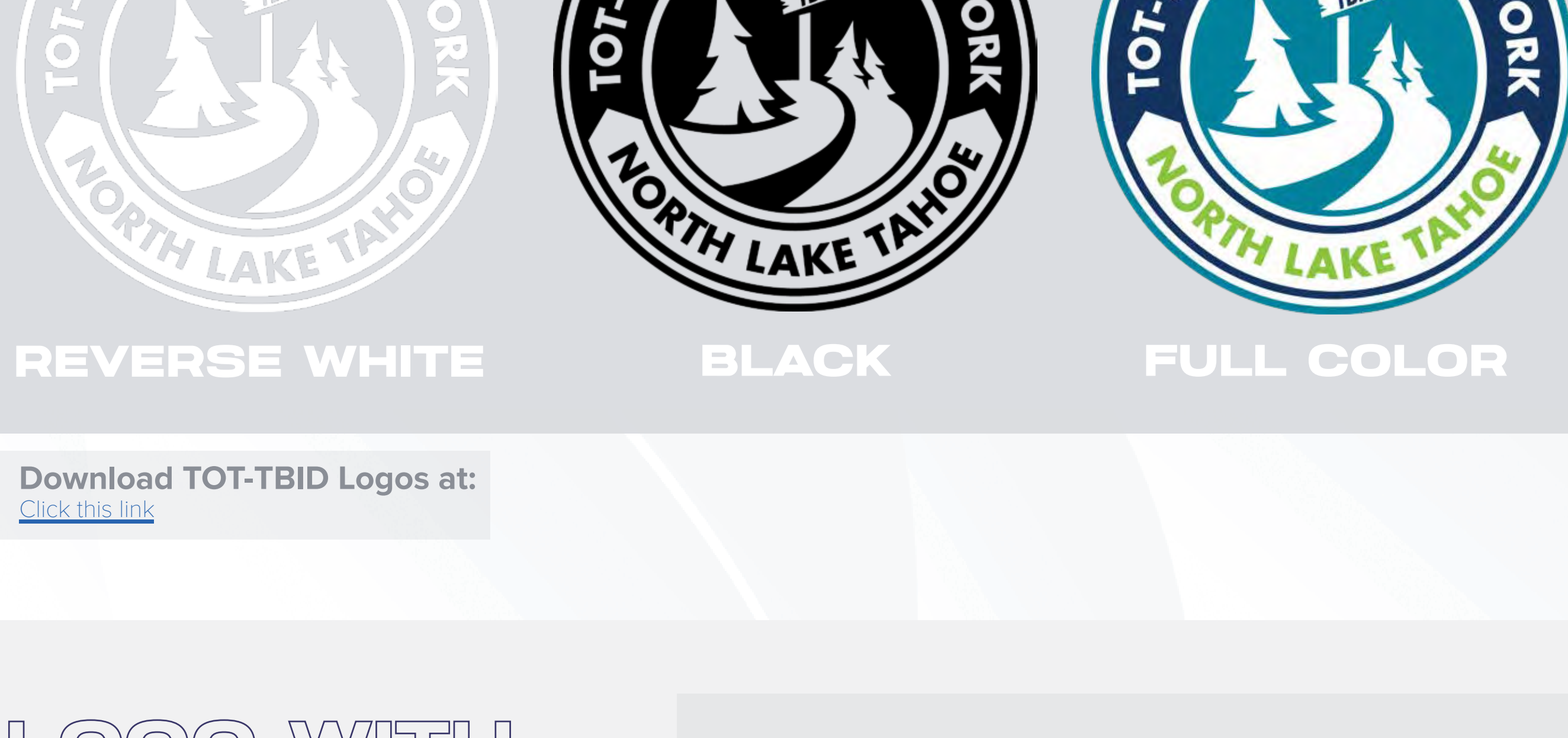


# TOT-TBID DOLLARS AT WORK

TOT-TBID Dollars at Work strategically allocates Transient Occupancy Tax (TOT) and North Lake Tahoe Tourism Business Improvement District (NLT-TBID) assessment funds to programs and projects to achieve community vitality, economic health, and environmental sustainability to benefit residents, businesses, and visitors in the North Lake Tahoe region. Use this as the primary logo to represent project/program funding.



REVERSE WHITE

BLACK

FULL COLOR

Download TOT-TBID Logos at: [Click this link](#)

## LOGO WITH FULL NAME

Include the NTCA logo in addition to the TOT-TBID Dollars at Work logo when there is space for additional placements.



Download full name logos at: [Click this link](#)



If the project/program is TOT funded ONLY, please make sure to add the Placer County logo as well.

Download full name logos at: [Click this link](#)

## ACKNOWLEDGEMENT OF FUNDING

When logo placement is not possible, please use the following as a guideline to acknowledge TOT-TBID funding of your project/program (examples: radio or podcast ads).

### EXAMPLE 1

[Project/program name] is funded by TOT-TBID Dollars at Work, which funds programs/projects that promote community vitality, environmental stewardship and economic health in North Lake Tahoe.

### EXAMPLE 2:

[Project/program name] is funded by the TOT-TBID Dollars At Work program. This program reinvests funds generated in North Lake Tahoe to support community vitality, environmental stewardship and economic health. Learn more at [northtahoecommunityalliance.com](#).

### EXAMPLE 3: For TBID-Funded Projects/Programs

[Project/program name] is funded by the TOT-TBID Dollars at Work program. The NTCA reinvests funds generated by local businesses to support community vitality, environmental stewardship and economic health in North Lake Tahoe. Visit [northtahoecommunityalliance.com](#) to learn more.

### EXAMPLE 4: For TOT-Funded Projects/Programs

[Project/program name] is funded by the TOT-TBID Dollars at Work program. The NTCA and Placer County invest funds generated by tourism in North Lake Tahoe to support community vitality, environmental stewardship and economic health in the community. Learn more at [north-tahoecommunityalliance.com](#).

## BOILER PLATES

Please include the NTCA boilerplate (About the North Tahoe Community Alliance) in press releases about the sponsorship of your project/program and the Placer County boilerplate (About TOT-TBID Dollars At Work), when applicable.

### About the North Tahoe Community Alliance

The North Tahoe Community Alliance (NTCA) collaborates with regional stakeholders to make the TOT-TBID Dollars At Work program support a vibrant, year-round economy that benefits residents, businesses, and visitors of North Lake Tahoe. The organization also advocates for and funds local transportation and workforce housing solutions, visitor services, and promotes responsible and off-peak season travel with a focus on stewardship education. Governed by a volunteer Board of Directors and committees comprised of local business owners and their representatives, the NTCA is funded by a Tourism Business Improvement District (TBID) in contract with Placer County. Formerly known as the North Lake Tahoe Resort Association, the organization was renamed the NTCA in 2023 to align with its new mission. Learn more at [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).

### About TOT-TBID Dollars At Work

The TOT-TBID Dollars At Work program reinvests funds generated by tourism and purchases at activity providers, restaurants, and retailers in support of initiatives that benefit North Lake Tahoe residents, businesses, and visitors. Funding is allocated to investments that align with community priorities including workforce housing, economic development, transportation, sustainability, tourism mitigation, trails, community enhancement and events. Committees convened by the NTCA that consist of representatives from local businesses and the NTCA Board of Directors evaluate and determine which investment opportunities to fund with TBID dollars, or to recommend to the Placer County Board of Supervisors for funding with TOT dollars. Learn more about the TOT-TBID Dollars At Work program and the initiatives it has supported [here](#).

## EMAIL EXAMPLES

The following are examples of how the TOT-TBID Dollars at Work program can be mentioned in your email marketing efforts.

### Email 1:

Subject: Introducing [Project/Program Name] - Powered by TOT-TBID Dollars At Work

Dear [Recipient's Name],

We are excited to introduce our latest initiative [Project/Program Name], proudly funded by TOT-TBID Dollars At Work. This program aims to enhance community vitality and environmental stewardship and promote economic health in the stunning North Lake Tahoe region.

Our goal? To [add description here of what the desired outcomes of your project/program are and how it will impact/benefit/solve a problem for the community.]

Discover more about this exciting journey and how you can be a part of it at [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).

Together, let's make a lasting impact.

Best Regards,  
[Your Name]

### Email 2:

Subject: Be a Part of [Project/Program Name] - Funded by TOT-TBID Dollars At Work

Dear [Recipient's Name],

We are excited to share that [Project/Program Name] has been funded through the TOT-TBID Dollars At Work program. This project is more than just a program/project - it's a commitment to reinvesting in the heart and soul of North Lake Tahoe.

[Add description here of what the desired outcomes of your project/program are and how it will impact/benefit/solve a problem for the community.]

TOT-TBID Dollars at Work funds projects aimed at fostering community vitality, environmental stewardship, and economic health, ensuring that every effort and resource is utilized to make a tangible difference in our community.

For more information about the project and how you can get involved, please visit [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).

Sincerely,  
[Your name]

### Email 3: For TBID-Funded Projects/Programs

Subject: [Project/Program Name]: A Testament to Community Collaboration

Hello [Recipient's Name],

We're thrilled to announce [Project/Program Name], an initiative that exemplifies the power of community collaboration. This project has been sponsored by the North Tahoe Community Alliance (NTCA) and funded through the TOT-TBID Dollars At Work Program.

Why is this important? Every dollar generated by our local businesses is thoughtfully reinvested by the NTCA and the volunteer committees it convenes to benefit our community's well-being, protect our environment, and strengthen our local economy. We encourage you to learn more about [Project/Program Name] and how it impacts North Lake Tahoe by visiting [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).

Together, we can create a brighter future for our community.

Warm wishes,  
[Your Name]

### Email 4: For TOT-Funded Projects/Programs

Subject: [Project/Program Name]: A Testament to Community Collaboration

Hello [Recipient's Name],

We're thrilled to announce [Project/Program Name], an initiative that exemplifies the power of community collaboration. This project has been sponsored by the North Tahoe Community Alliance (NTCA) and Placer County through the TOT-TBID Dollars At Work Program.

Why is this important? This project received funding generated by tourism in North Lake Tahoe which is being reinvested in our community to benefit to our well-being, protect our environment, and strengthen our local economy.

We encourage you to learn more about [Project/Program Name] and how it impacts North Lake Tahoe by visiting [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).

Together, we can create a brighter future for our community.

Warm wishes,  
[Your Name]

## SOCIAL POSTS

The following are examples of how the funding of your project/program through TOT-TBID Dollars at Work can be mentioned on social media.

Post 1: 📢 Exciting News! [Project/program name] is proudly funded by TOT-TBID Dollars at Work. This program promotes community vitality, taking care of our environment, and supporting the economic well-being of North Lake Tahoe. Let's join hands 🤝 and commit to Make a Clear Difference and endorse our local businesses. Dive deep into the cause: 🌐 [northtahoecommunityalliance.com](http://northtahoecommunityalliance.com)

Post 2: 🎉 Shoutout to the TOT-TBID Dollars at Work program for funding [project/program name]! 🌟 It's more than just funding; it's about reinvesting in our community, the environment, and the economy of North Lake Tahoe. Check out the amazing work happening through TOT-TBID Dollars at Work: 🌐 [northtahoecommunityalliance.com](http://northtahoecommunityalliance.com)

Post 3: 🏡 [Project/program name] is more than just a single project. It's a commitment. Funded by TOT-TBID Dollars at Work, every dollar generated in North Lake Tahoe goes back to support our community, environment, and economic health. See for yourself at 🌐 [northtahoecommunityalliance.com](http://northtahoecommunityalliance.com).

#SupportLocalCA #northlaketahoe #tahoenorth #gotahoenorth #TOTTBIDDollarsAtWork #destinationstewardship #northtahoecommunityalliance #regenerativetourism #makeacleardifference #placercounty

## BLOG EXAMPLE

Consider writing a blog or op-ed story to submit to a local news outlet that speaks to the project/program that received funding and how it will support/benefit the community. The below is an example; not meant to be copied verbatim.

### EXAMPLE:

#### TOT-TBID Dollars At Work in our community: [Project/Program Name]

North Lake Tahoe, known for its breathtaking landscapes and vibrant community, stands to benefit from [Project/Program Name]. This initiative, funded by TOT-TBID Dollars at Work puts funding generated in our community to work in support of community vitality, environmental stewardship, and economic health in our region.

#### A United Effort for a Sustainable Future

TOT-TBID Dollars at Work is not just about short-term goals; it's a long-term commitment to making a difference on behalf of our residents, businesses and visitors. This means taking actionable steps that resonate deeply with the ethos of North Lake Tahoe - protecting our natural beauty while fostering a thriving local economy.

#### Enhancing the Experience for Everyone

One of the key aspects of [Project/Program Name] is its focus on [add details about how the project/program impacts/supports/enhances the experience for residents, businesses and visitors].

#### Environmental Stewardship at Its Core

At the heart of [Project/Program Name] lies a deep commitment to environmental stewardship. TOT-TBID Dollars at Work fund projects/programs that understand that the health of our natural environment is crucial for the long-term vitality of the region. This project takes significant steps to protect and nurture our natural surroundings, ensuring they remain a source of joy and pride for generations to come [edit as relevant].

#### Economic Health - The Lifeline of the Community

A healthy economy is vital for the sustenance of any community. [Project/Program Name] is designed to bolster the economic health of the region. By supporting local businesses and ensuring the environment is cared for, the project lays the foundation for a robust and resilient economy.

#### Learn More and Get Involved

Find out more about [Project/Program Name] and the projects supported by TOT-TBID Dollars at Work at [northtahoecommunityalliance.com](http://northtahoecommunityalliance.com). Together, we are making a clear difference in North Lake Tahoe and creating a legacy of sustainability, prosperity, and natural beauty.

## RESOURCES

**NTCA LOGO**  
Download here: [Click here](#)

**TOT-TBID LOGO**  
Download here: [Click here](#)

**PLACER COUNTY LOGO**  
Download here: [Click here](#)

**SOCIAL**  
[@northtahoecommunityalliance](#)

#SupportLocalCA #northlaketahoe #tahoenorth #gotahoenorth #TOTTBIDDollarsAtWork #destinationstewardship #northtahoecommunityalliance #regenerativetourism #makeacleardifference #placercounty

