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Devin Middlebrook

TIME FOR

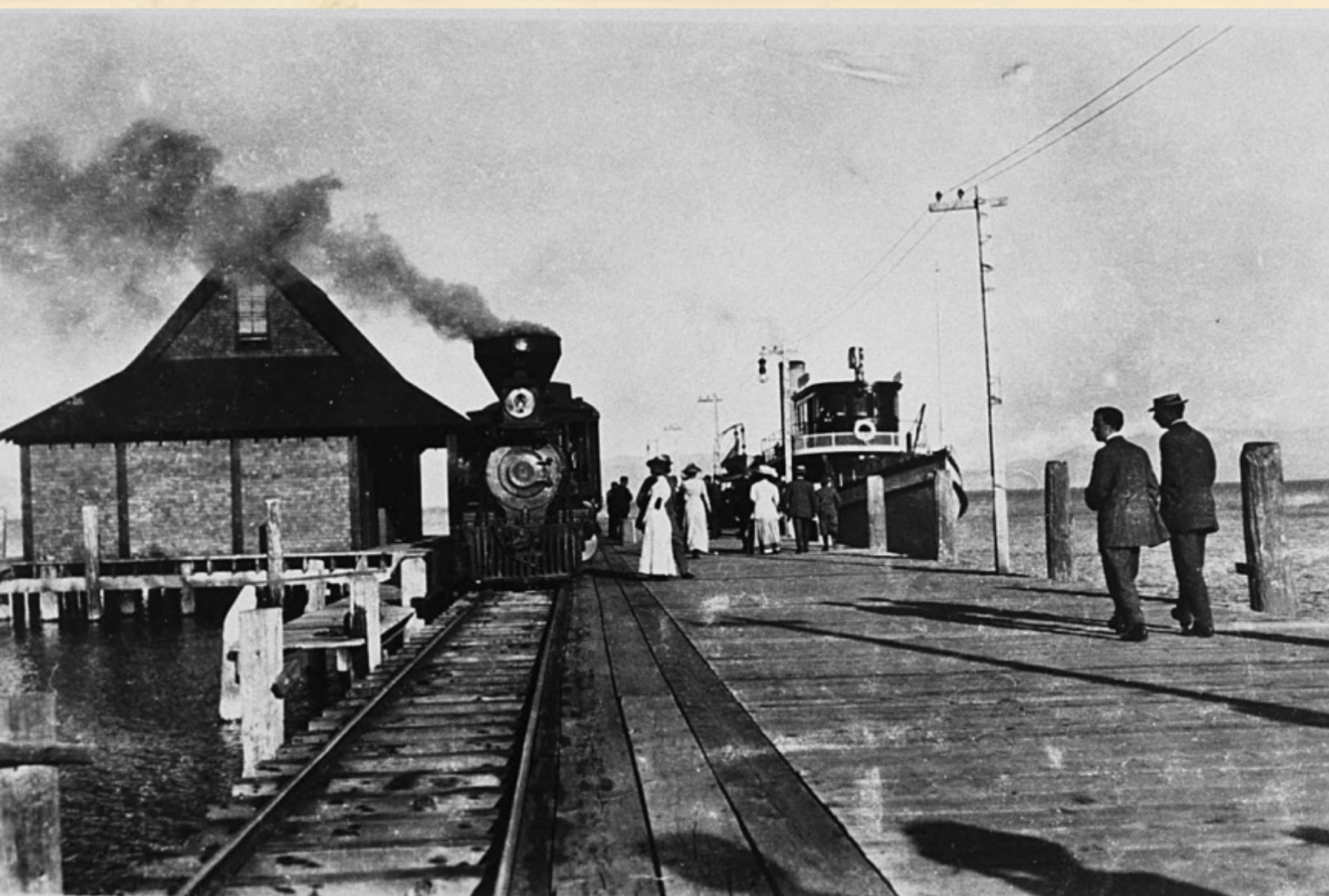
CHANGE



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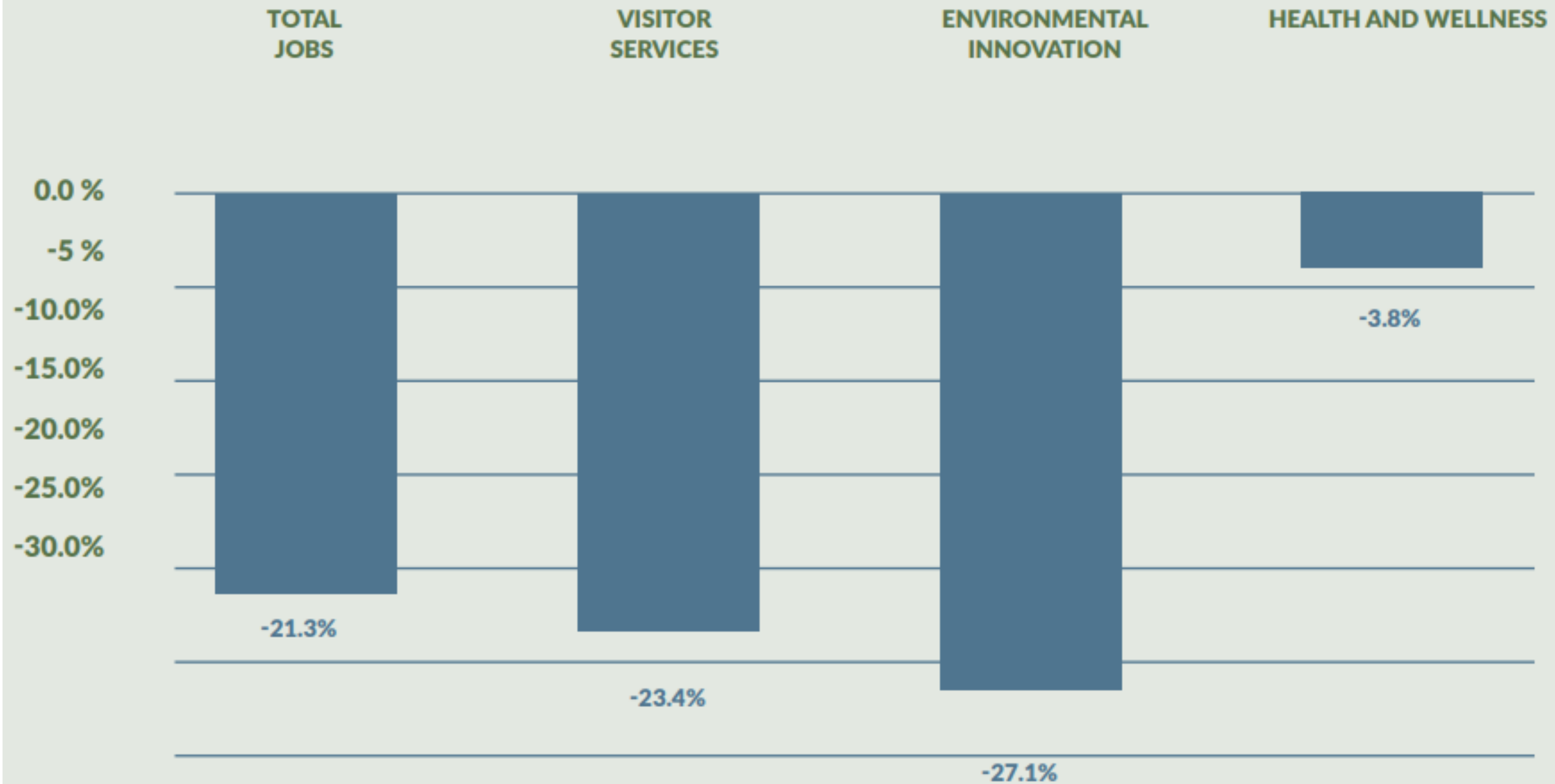


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FIGURE 1
PERCENT CHANGE IN JOBS, 2007-2015



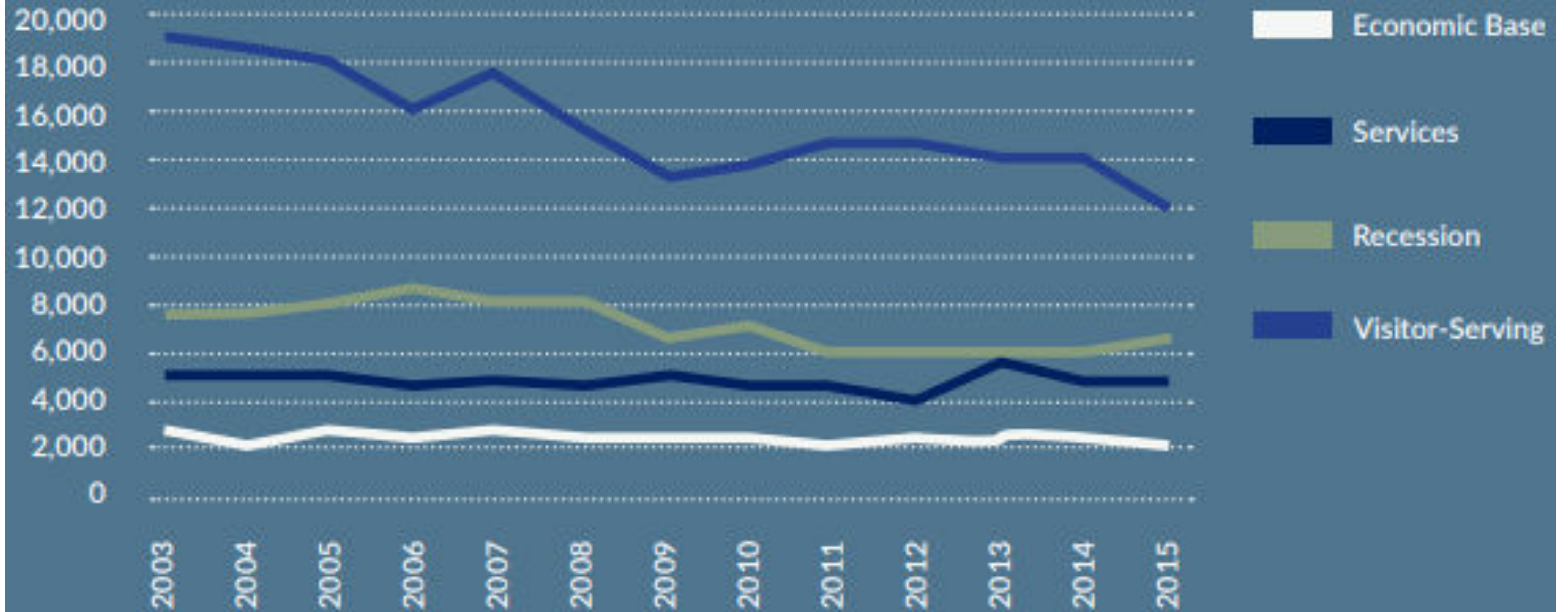


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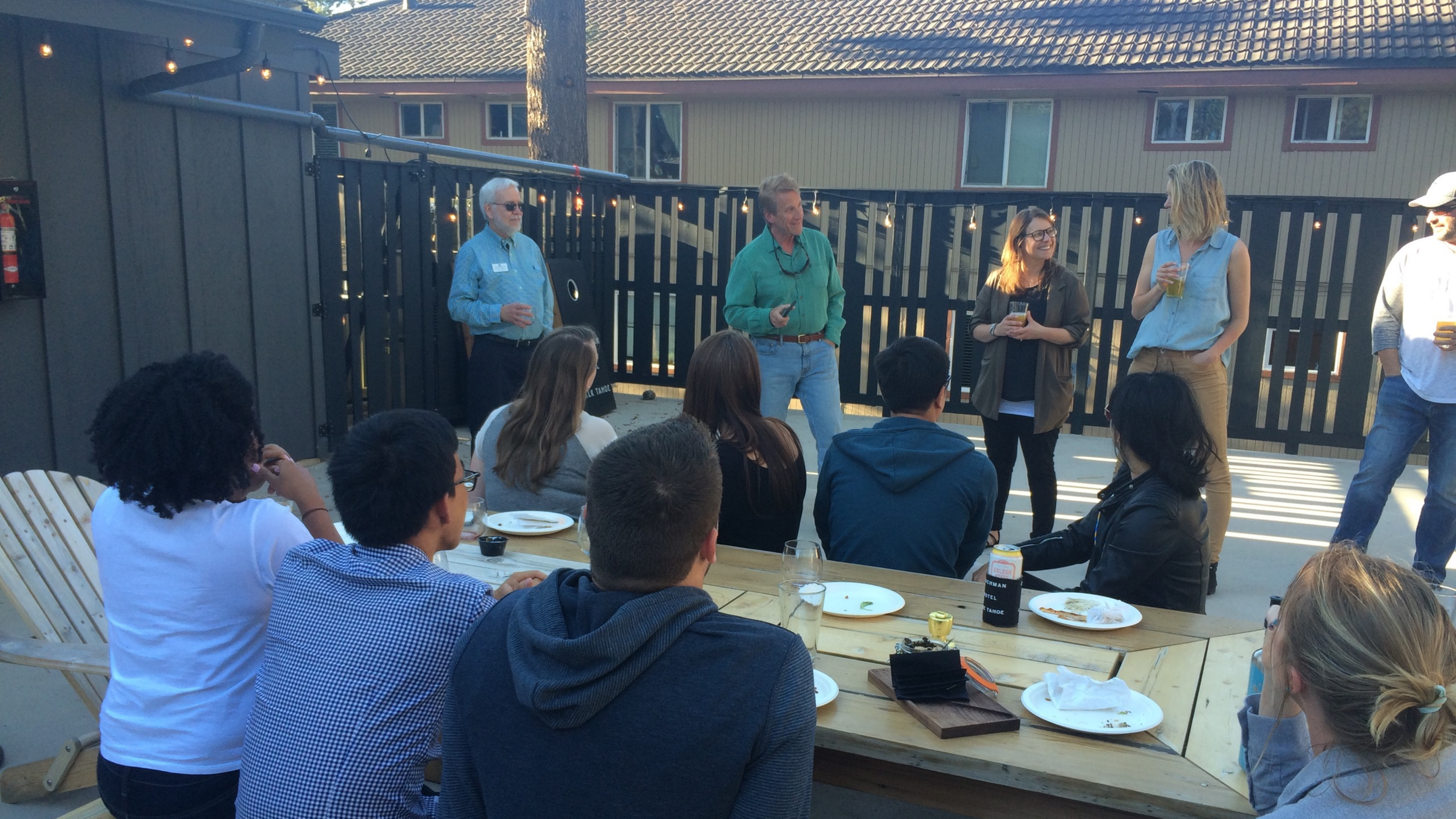
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FIGURE 5
INDUSTRY SECTOR JOBS CHANGE



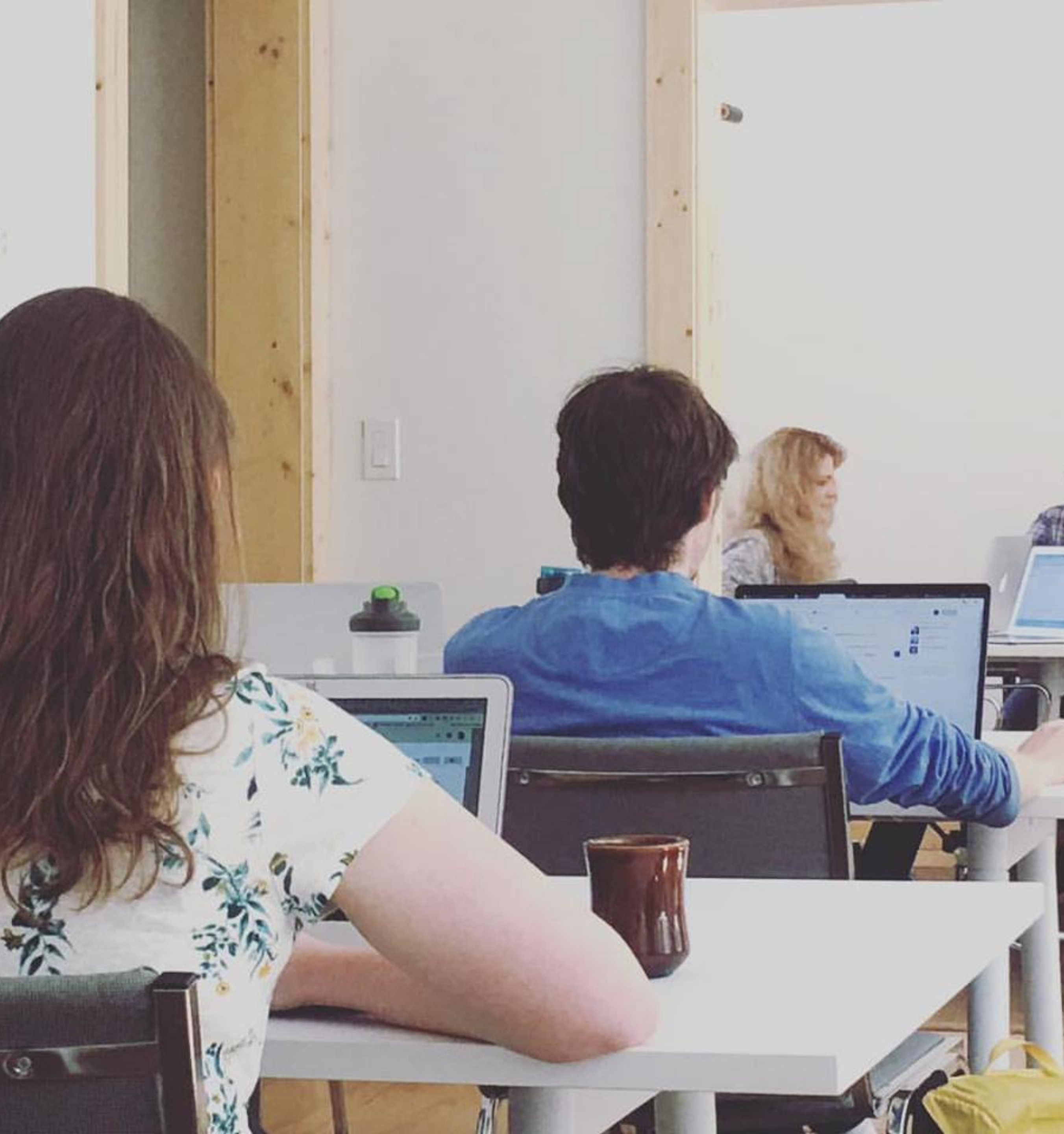








chris__mcnamara









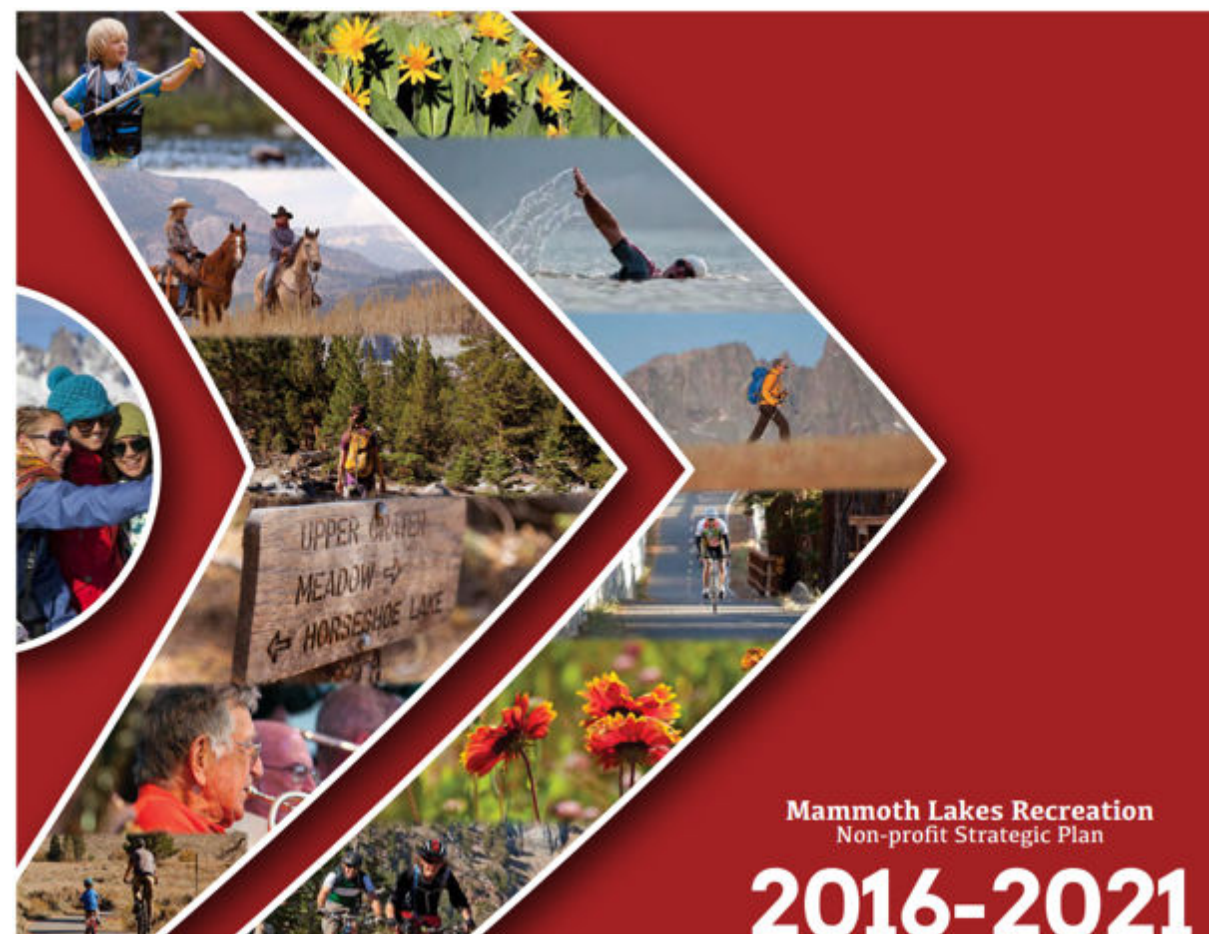
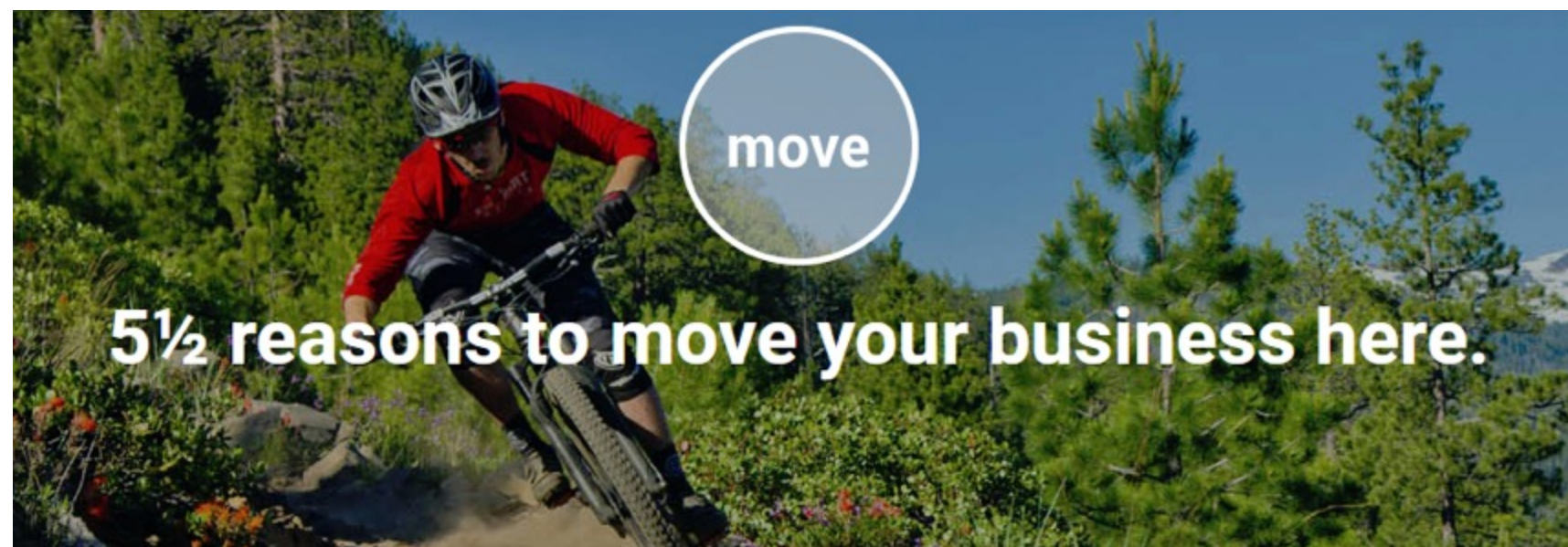


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Can South Lake Tahoe become the 'Outdoor Capital of the World'?

By Julie Brown | Sep. 20, 2018 | Updated: Sep. 20, 2018 6:21 p.m.



squares lining the street — red ones indicating vacant lots. Several once were a motel that thrived in former, snowier days but was later torn down. “Our goal is to find people to fill in the red squares,” McNamara said.

South Lake Tahoe has long been positioned as a mountain cousin to Las Vegas and Reno. Bordered by Heavenly to the south and the lake to the north, the town's length is sliced by a five-lane east-west highway, threading chains of strip malls and blighted motels until it hits the Nevada border and the requisite cluster of casinos. But this town is also a launchpad to some of California's premier outdoor recreation. World-class skiing, mountain biking, hiking and rock climbing are just minutes away — not to mention the lake itself. And compared with other lakefront communities around Tahoe, it's relatively affordable, with a median home value of \$434,000.



Chris McNamara (left) of Outdoor Gear Lab Services and Corey Rich of Novus Select inside the renovated headquarters building of Novus Select headquarters on Ski Run Boulevard.

Photo: Michael Macor / Special to The Chronicle

By championing South Lake as a paradise for professionals who want a mountain lifestyle, a living wage and affordable real estate, McNamara and

