



# CERF 2023 LAKE TAHOE SUB-REGION

*BY DERRICK MARTIN*  
PROGRAM MANAGER

**TAHOE PROSPERITY CENTER**  
TAHOEPROSPERITY.ORG

# WELCOME



**THANK YOU FOR JOINING  
US TODAY TO DISCUSS THE  
CALIFORNIA ECONOMIC  
RESILIENCY FUND (CERF)**



***The Community Economic Resilience Fund (CERF) is a \$600 million fund to build a sustainable and equitable economy across California, with a focus on supporting new strategies to diversify local economies and develop industries that create high-quality, broadly accessible jobs for all Californians***



TAHOE PROSPERITY CENTER  
TAHOEPROSPERITY.ORG

# TABLE OF CONTENTS

- 4.** *Today's Objectives*
- 5.** *Tahoe Prosperity Center*
- 8.** *Prosperity Playbook*
- 9.** *CERF Background*
- 12.** *CERF Timeline*
- 13.** *Partners*
- 15.** *Summary + Next Steps*



TAHOE PROSPERITY CENTER



# TODAYS

# OBJECTIVES



Establish a common knowledge base by participating in collective learning about inclusive economic development

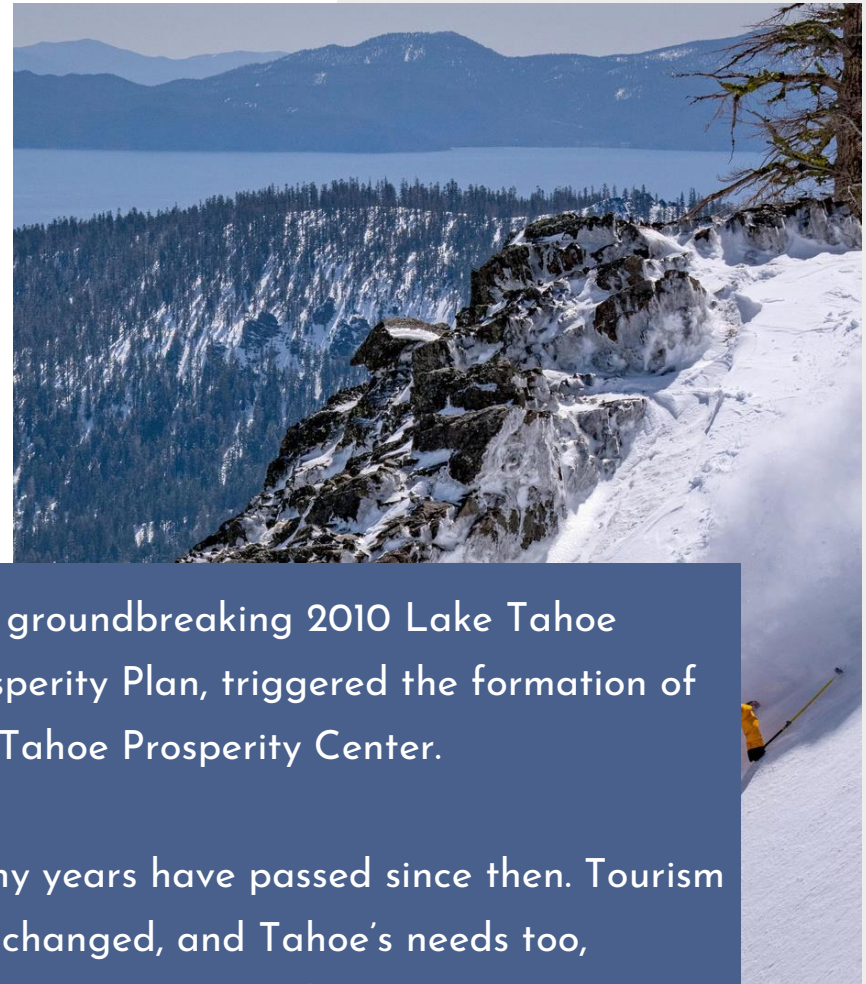


Provide updates on the CERF program and our region's efforts



Share info needed to gear up for increasing activities over the coming months

# TAHOE PROSPERITY CENTER (TPC)



The groundbreaking 2010 Lake Tahoe Prosperity Plan, triggered the formation of the Tahoe Prosperity Center.

Many years have passed since then. Tourism has changed, and Tahoe's needs too, presenting a renewed opportunity for regional dialogue about the Tahoe brand.



TAHOE PROSPERITY CENTER



# VISION

To make the Basin a place where anyone can live, work, play, and thrive we must work together as one lake and one region.

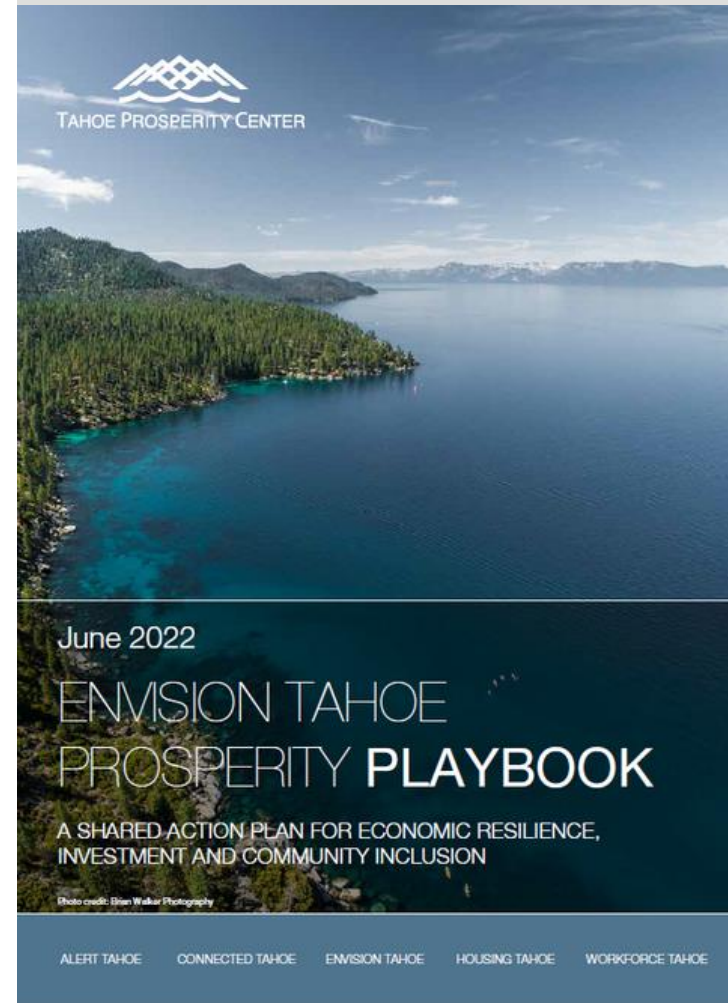


TAHOE PROSPERITY CENTER



# ACTION

We recently completed Envision Tahoe, an inclusive economic resiliency strategy, at the direction of the U.S. Economic Development Agency. The Envision Tahoe Prosperity Playbook (Playbook) is a comprehensive set of research-based actions and programs aimed at energizing and diversifying the region's economy in order to achieve long-term sustainable, resilient and inclusive economic growth.



# TPC'S PLAYBOOK OBJECTIVES



## *Prosperity Playbook*

The Playbook has five specific focuses; increasing workforce housing, improving transportation systems, advancing responsible tourism, increasing economic resiliency through strengthening entrepreneurship and expanding support for mainstreet businesses and anchor employers.



Prioritize the creation of accessible, high-quality jobs in sustainable industries.

Track and support initiatives that foster equity, job quality, and sustainability, among others

Coordinate with regional partners to leverage state and federal investments with philanthropic and private sectors to maximize community efforts.





# COMMUNITY ECONOMIC RESILIENCE PLAN (CERF)

VALLEY VISION  
VALLEYVISION.ORG



The Community Economic Resilience Fund (CERF) is a \$600 million fund to build a sustainable and equitable economy across California.

# CERF OBJECTIVES



Support the development of meaningfully inclusive regional planning processes that produce regional roadmaps for economic development efforts that prioritize the creation of accessible, high-quality jobs in sustainable industries.



Invest in projects proposed by regional planning tables that align with regional strategies and meet criteria for equity, job quality, and sustainability, among others



Align and leverage state investments, federal investments (e.g., Infrastructure Investment and Jobs Act), and philanthropic and private sector investments in regions to maximize economic development efforts.

# SHARED GOALS

1

Living wage jobs

2

A balanced thriving economy

3

Community services that work for everyone

# CAPITAL REGION CERF- PROGRAM TIMELINE

## Planning Phase

MARCH 2023 - JUNE 2024

- 13 regions, \$5M each

## Implementation Phase

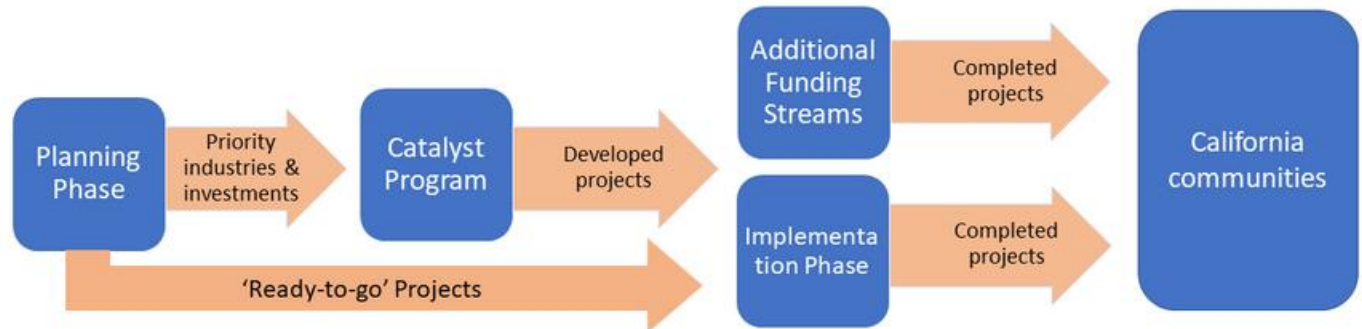
SUMMER 2024

- \$268M across the 13 regions

## Catalyst Fund Program

SPRING 2024 - 2026

- \$14M for capacity building and project development





We bring communities together to tackle our region's biggest challenges and ensure a more livable future. By creating common ground built on facts through trusted research and meaningful coalition-building, Valley Vision brings "community inspired solutions" to the frontlines of a regional agenda for prosperity.



We enhance the economic vitality of Nevada County by supporting the retention, creation and attraction of quality jobs and talent, while retaining our unique environment.

# PARTNERS

TAHOE PROSPERITY CENTER  
TAHOEPROSPERITY.ORG



We work to support strong local economies and small businesses, increase regional resilience to the consequences of climate change, and elevate rural issues in the Sierra. Our on-the-ground programs and projects are designed to bring proactive change to the Sierra.

# WAYS TO HELP

## **WHO**

Who is still missing, and how do we contact them?

## **WHAT**

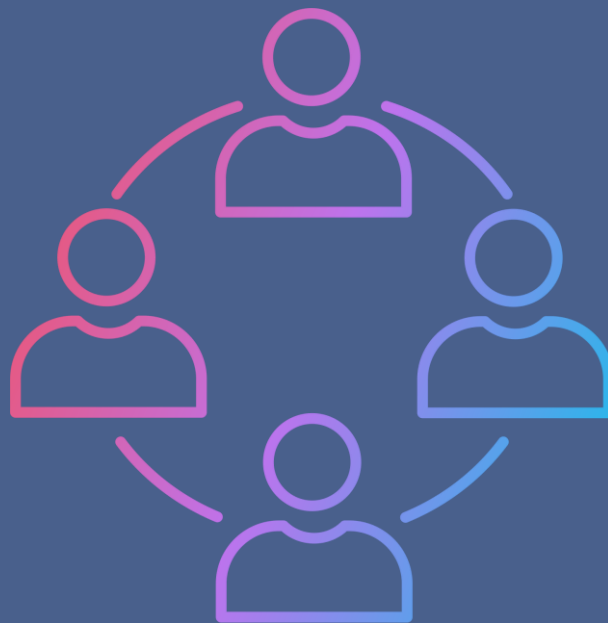
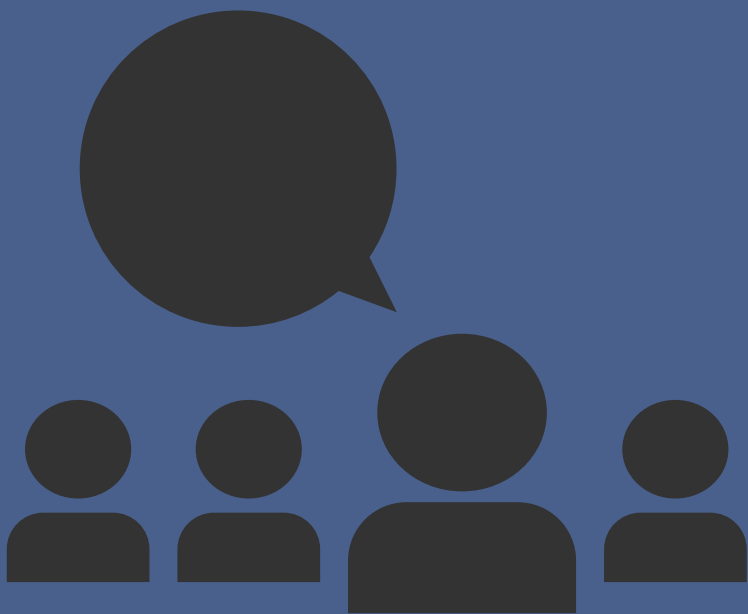
What can help us reach them and ensure they are engaged and supported?

## **WHERE**

Where can we better engage underserved and under-represented communities?



# GROUP INPUT



While we've had successes and our work has involved significant collaboration, we can always do more to ensure not only inclusivity, but actual belonging. We know not everyone is currently being heard and want to do better to ensure community members who are most impacted by economic and community changes tell us what is needed.



# NEXT STEPS

Next Meeting to be held in Truckee in late October.

Future meetings mid-November, December, January and February and moved around the lake as hybrid.



***Today's Outreach Meeting***

September 2023

***Next: Truckee Meeting***

October 2023

***Monthly: Rotational Location***

November + December 2023

# THANK YOU!

**BY DERRICK MARTIN**  
PROGRAM MANGER - TPC



PHONE:  
**(775) 298-0267**

EMAIL:  
**derrick@tahoeprosperty.org**

ADDRESS:  
**948 Incline Way Incline Village, NV 89451**

SOCIAL MEDIA:  
**@tahoeprosperty**