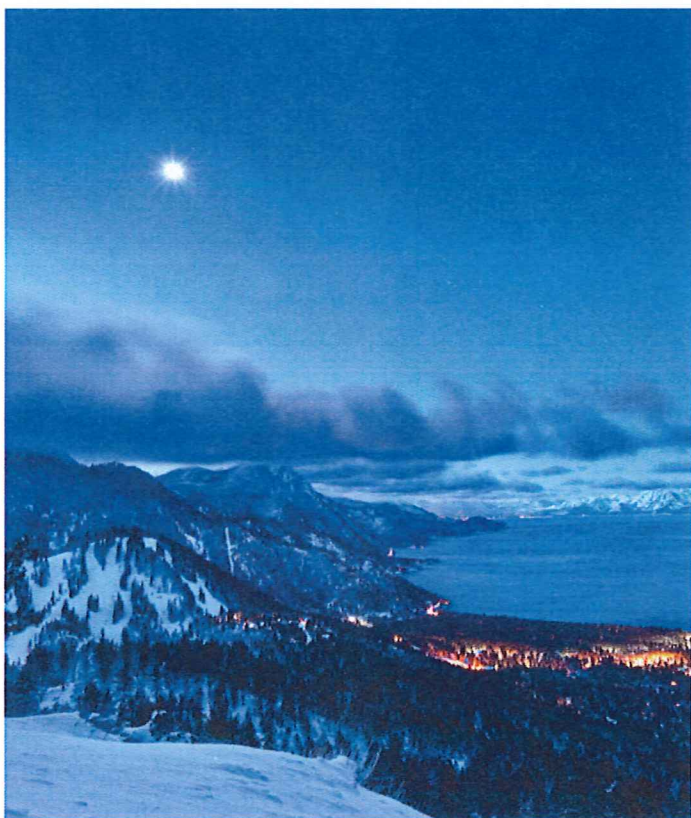
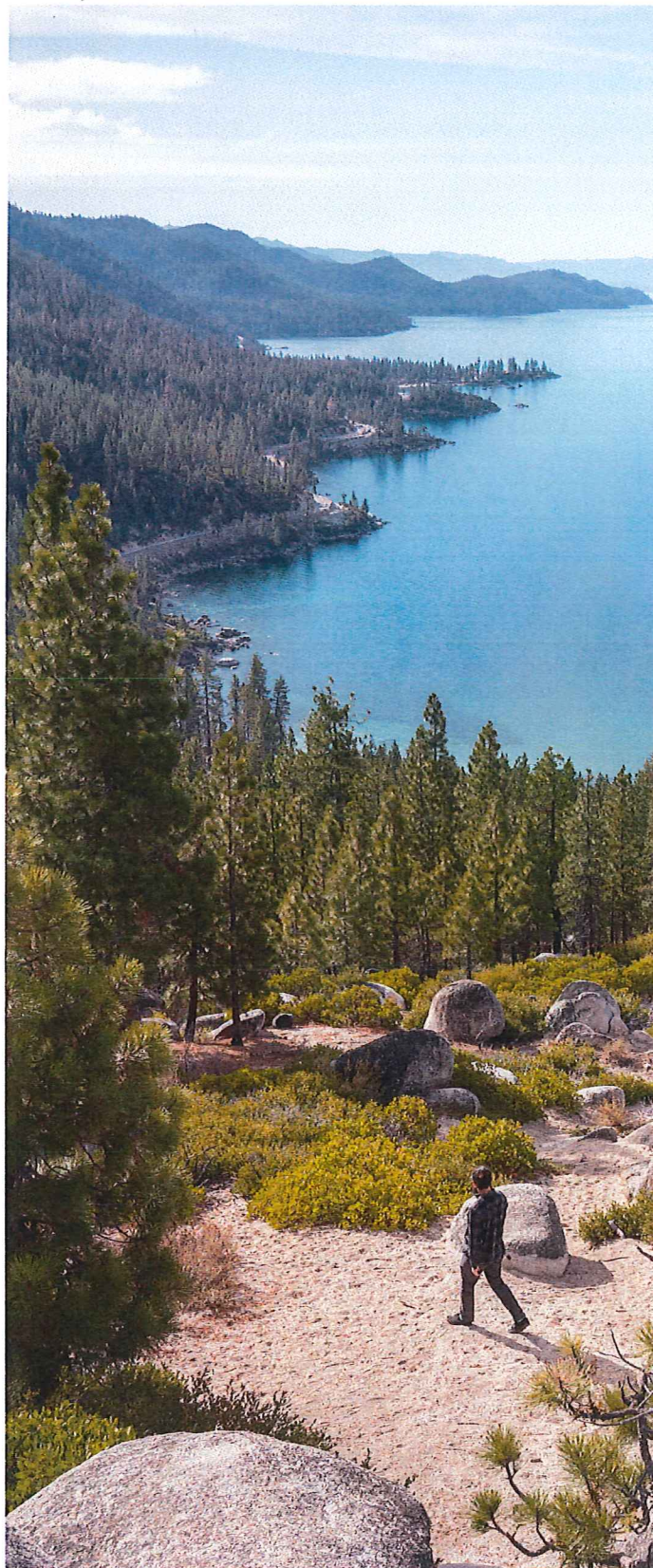




north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association CEO Opportunity





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An exciting opportunity exists in the Lake Tahoe area of Northern California, as the North Lake Tahoe Resort Association is looking for an experienced individual to move into its CEO position. With offices on the shore of North Lake Tahoe, the Association serves as both the Chamber of Commerce and the Destination Marketing Organization for the greater North Lake Tahoe region.

North Lake Tahoe

Lake Tahoe is the crown jewel of the Sierra and the largest alpine lake in North America.

Boasting over two dozen beaches, twelve alpine ski resorts, six Nordic ski areas, hundreds of miles of biking trails, half a dozen communities, and a growing number of nationally recognized human-powered events, races and festivals, North Lake Tahoe offers the ultimate mountain experience with unparalleled scenery and over 300 days of sun.

North Lake Tahoe is a four season year-round travel destination. Winter season focuses on snow sports with the largest concentration of downhill and Nordic ski areas in the nation. Included is Squaw Valley/Alpine Meadows, host of the 1960 Winter Olympics, Northstar of the Vail Resorts family, Sugar Bowl, whose initial investors included Walt Disney, and Homewood Ski Area. Also in the area, Royal Gorge Cross Country represents one of the largest and most scenic Nordic ski areas in the US.

During Spring, winter sports often continue as many resorts stay open while at the same time opportunities become available to get out on the water and participate in warmer weather activities.

Summer season is defined by on-the-water recreation (boating, kayaking and paddle boarding), as well as extraordinary hiking and biking activities. In addition to numerous notable day hikes, sections of the Pacific Crest Trail are accessible through various trail heads, and a 165 mile Tahoe Rim Trail loop exists above Lake Tahoe. The beaches surrounding the lake can range from sand to pebble. Outdoor music, events, and summer festivals abound, along with remarkable dining and spa selections. There are a multitude of cultural opportunities, including Shakespeare on the lake, historical museums and a variety of special productions.

Fall is considered a secret season, where weather conditions are pristine and activities provide beautiful, quiet experiences while watching the seasonal colors shift.

Lake Tahoe attracts visitors from around the globe but relies heavily on San Francisco/Bay Area residents who are only a 3-4 hour drive away. Reno, Nevada is one hour to the East and home to Reno-Tahoe International Airport which offers non-stop flights to 22 destinations daily. Sacramento, two hours to the West, also boasts an international airport.

Tourism is a key driver of the North Lake Tahoe economy. North Lake Tahoe tourism spending has historically grown by an average annual rate of 5.3 percent, but recently that rate has increased. Between 2015 and 2016 (last completed study) the tourism spending growth rate doubled to 10.8 percent. In 2016, visitors spent more than \$818 million in North Lake Tahoe, supporting 7,660 tourism jobs and generating \$47.6 million in state and local tax revenue for the region, according to reports.

The North Lake Tahoe Resort Association

The North Lake Tahoe Resort Association (NLTRA) serves as both the Chamber of Commerce and the Destination Marketing Organization for the greater North Lake Tahoe region. NLTRA is a vital part of the North Lake Tahoe community, serving both small businesses and major resorts. The organization enhances the region's vibrancy by advocating for a sustainable year-round economy, building midweek and shoulder season visitation, supporting transportation and workforce housing solutions, sponsoring business education, and providing visitor information services.

Through a contract with Placer County, NLTRA receives funding from Eastern Placer County transient occupancy tax (TOT) to provide the multi-faceted tourism marketing and visitor information services. A cooperative partnership exists between NLTRA and the Incline Village Crystal Bay Visitors Bureau to further the North Lake Tahoe marketing efforts. NLTRA is a nonprofit public-benefit corporation with offices in Tahoe City, California.

Efforts are currently underway to form a Tourism Business Improvement District (TBID) for the area to provide additional funding for marketing and promotion, transportation, infrastructure, housing and business/community advocacy. It is anticipated that NLTRA would play the lead role in administering the TBID work.



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Job Title:	CEO
Department:	Administration
Supervisor:	Board of Directors
Status:	Exempt

JOB SUMMARY

The position of CEO provides leadership oversight of and is responsible for the successful operation of the North Lake Tahoe Chamber/CVB/Resort Association. This includes creating and implementing strategic and operational plans, developing budgets, managing financial performance, and supervising all department directors, managers and staff. Additionally, this position will facilitate Board and Committee activities and provide assistance in their administrative support. The CEO will represent the organization and its objectives as liaison with Placer County, multiple Regional Agencies, future funding partners, community organizations, cooperative partnerships and member businesses.

GENERAL ACCOUNTABILITIES

- Oversee the implementation, planning, and execution of the Destination Tourism related functions of the North Lake Tahoe Resort Association (NLTRA) as directed by the NLTRA Board of Directors, NLTRA Marketing Committee and the North Lake Tahoe Marketing Cooperative (NLTMC).
(Destination Tourism Knowledge, Leadership, Organizational Skill, Presentation Skills, Relationship Skills)
- Lead members of the staff, based on direction from the Board, to develop annual and other strategic and operational plans, including but not limited to the Strategic Goals and Action Plan, Tourism Master Plan, marketing strategies and plans, long range funding plan, Chamber plan and annual budget. **(Relations with Board, Planning, Organization Skills, Communications, Management Skills, Leadership, Budget/Finance)**
- Lead and support the Board in negotiations with Placer County to develop its Annual Contract, Scope of Work and TOT budget. **(Budget/Finance, Relations with Board, Planning, Organization Skills, Communications, Management Skills, Leadership)**
- Ensure proper administrative support is provided to Board and committees, along with any and all information necessary to assist the Board and committees in the performance of their duties.
(Relations with Board, Management Skills)
- Provide support to the Capital Projects Advisory Committee in their role to recommend Tourism Master Plan priorities and capital projects to the Placer County Board of Supervisors.
(Budget/Finance, Planning, Organization Skills, Communications, Management Skills, Leadership)
- Oversee management and staff in the performance of their daily duties, ensuring the implementation of an annual performance review process for all employees. **(Personnel Relations, Management Skills)**
- Direct and provide overall supervision of the organization's involvement in all special events and activities. **(Personnel Relations, Communications, Management Skills, Leadership)**
- Pursue and manage implementation of additional funding sources not currently utilized, including but not limited to TBID formation, grant application, economic development programs, new legislative initiatives and other public and private funding. **(Budget /Finance, Planning, Leadership)**

- Serve as a spokesperson for the organization; attend public meetings, representing membership's position on issues at local, state and federal levels as appropriate. **(Communications, Leadership)**
- Be responsible for the enforcement of all terms and conditions imposed in favor of the organization in any contract and/or rules and regulations of the organization. If any violations occur, take actions and proceedings as may be necessary to enforce them. **(Management Skills, Communications)**
- Be responsible for courteous and fair treatment of all members of the Chamber, as well as staff and guests. **(Communications, Organization Skills)**

OTHER ACCOUNTABILITIES

- Performs other duties as assigned or requested

PREFERRED QUALIFICATIONS AND ABILITIES

- Paramount are strong leadership and organizational skills; ability to build an effective organization and develop critical relationships with local leaders, community members and regional partners; and strategic planning with demonstrated successful outcomes
- Excellent verbal, written, and presentation skills
- 10+ years of experience in destination tourism or related efforts
- Leadership experience with destination marketing, business management practices and procedures
- Leadership experience with Chamber of Commerce organization and functional issues.
- Leadership experience with budget development, management and tracking
- Understanding of and proven success in management of a multi-regional jurisdictional destination like Lake Tahoe, which incorporates two states, five counties and multiple regional jurisdictions
- Experience working in a small team environment

EDUCATION

- Four year degree from an academic institution or commensurate experience; marketing, sales, hospitality or business major preferred
- Minimum 7 years in an executive leadership role.

LICENSES/PERMITS REQUIRED:

- Valid CA/NV driver's license
- Valid ID, Green Card or Resident Card if not a US Citizen

This could be a great opportunity for your professional and personal future. If you are interested in the position, please respond to HR@gotahoenorth.com with your resume.

Summary of North Lake Tahoe Resort Association Employee Benefits

Health Insurance (Medical, Dental, Vision)

Comprehensive medical, dental and vision insurance plans are available to employees and their dependents beginning on the first of the month after 60 days employment with the organization. The company pays a portion of the medical premiums. Details of the plans offered and the company premium contribution for each plan can be obtained from Finance/Human Resources.

Section 125 Health Savings Account Qualified Plan

This is a "Premium Only Plan" for health payments as allowed by Internal Revenue Code Section 125. This plan allows the employee to make pre-tax payments for medical, dental and vision premiums using amounts that are deductible from personal income taxes. The payments are made as deductions from each paycheck.

FSA/Dependent Care Spending Account

NLTRA sponsors a Flexible Benefit Plan for full-time, year-round employees that allows an employee to use pre-tax contributions to pay for eligible expenses. The plan has four components: Cafeteria Plan, Health Flexible Spending Account, Dependent Care Spending Account, and Health Savings Account. Certain eligibility requirements apply for the plans. Finance/ Human Resources can provide information on the plan. NLTRA may provide a company contribution to an eligible Health Spending Account at the discretion of the company. Finance/Human Resources can provide information on the current contributions.

Health Advocate Benefit

All employees electing healthcare coverage will be provided this service at no cost. It provides unlimited, confidential access to a team of Personal Health Advocates, healthcare experts who can help you get the right care at the right time and resolve a wide range of healthcare and insurance issues.

Life and Disability Coverage

All employees will be covered under a group term life and disability policy. The policy provides a level of income protection but is subject to certain limits, guarantees and age reductions.

PTO

Full-time year-round employees are eligible to accrue "Paid Time Off" (PTO) that may be used for vacation, sick time, floating holidays or any time away from normal work hours at the office. Accrual rates vary based on years of employment with the company.

Holidays

Full-time year-round employees will receive the following eleven (11) paid holidays:

- New Year's Day
- President's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Day after Thanksgiving
- Christmas Eve Day
- Christmas Day
- Floating Holidays (2)

401(k)

Eligible employees are able to participate in the North Lake Tahoe Resort Association 401(k) Savings Plan. Plan participants may make pre-tax contributions to a 401(k) savings account. NLTRA will make a matching contribution to the participating employee's account. The contribution amount is outlined in the 401(k) Plan Document and is subject to change. The employer contribution vests over a scheduled period of time. Refer to the Summary Plan Description for details. Finance/Human Resources can provide the SPD and direct you to the Plan Administrator for any questions.

The organization currently will match 100% of the employee's first 2% of contributions and 50% of the next 4% of employee contributions. These employer contributions will vest to the employee 100% after two years of service.

Health and Wellness Program

NLTRA appreciates the health benefits of regular exercise and will reimburse full-time year-round (FTYR) employees up to \$400.00 per calendar year for purchase of a season ski/ride pass or for membership to a health club. Requests for reimbursements can be submitted monthly or annually with detailed receipts confirming purchase.

Additional Benefits

Additional benefits such as paid Family Leave, Jury duty, and Bereavement, are available. Details can be obtained from Finance/Human Resources.