



# north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association

CEO

Tahoe City, CA



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**YOUR PARTNER IN GROWTH | Position Overview**

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## ABOUT NORTH LAKE TAHOE

North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts (the highest concentration of resorts in North America), hundreds of miles of trails, a dozen communities, and a growing number of nationally recognized human-powered activities. With mindfulness and environmental sustainability at its core, this year-round playground is an ideal setting for adventure-bound travelers to reconnect with natural beauty.

## FACTS AND FIGURES ABOUT LAKE TAHOE

- **Elevation:** The average surface of Lake Tahoe is 6,222 feet above sea level. The highest point in the Tahoe Basin is Freel Peak at 10,881 feet.
- **Location:** Lake Tahoe covers the Nevada/California border. It is 198 miles northeast of San Francisco, 100 miles northeast of Sacramento, and 58 miles southwest of Reno.
- **Size:** Lake Tahoe is the largest alpine lake on the North American continent. It is 22 miles long and 12 miles wide, with a surface area of 122,200 acres or 193 sq. miles.
- **Depth:** The average depth of Lake Tahoe is 989 feet. The deepest point is 1,685 feet. It is the third deepest lake in North America. The U.S. Bureau of Reclamation controls the top 6.1 feet of the lake as a reservoir.
- **Temperature:** During the summer months, the upper 12 feet of the lake can warm to 68 degrees F. Below depths of 600 feet and in winter months, the temperature remains a constant 39 degrees Fahrenheit.
- **Climate:** The sun shines at Lake Tahoe during 75 percent of the year, or 274 days. Weather in the Sierra can be unpredictable, and snowfall has been recorded in every month of the year.

## LAKE TAHOE LODGING

North Lake Tahoe lodging offers unique, rustic or “all that” options to fit any budget. From [resorts](#), to [hotels](#), to [inns](#), to [bed & breakfasts](#), or [vacation rentals](#), North Lake Tahoe has the place for you.



## ACTIVITIES

- [Spring](#) is twice the fun – from mountainside to lakeside, adventure to relaxation, our perfectly paired adventures are double the fun. Hit the slopes for some spring season skiing then unwind on the lake with a picturesque kayak.
- [Summer](#) is a time to explore, wander and revel in the beauty of North Lake Tahoe. From a scenic paddle to a picturesque hike, and from lounging on the beach to enjoying the local dining scene, there’s so much to do.
- [Fall](#), a secret season as vivid autumn colors line the sky. Where crystal blue shorelines and towering mountains elevate all of life’s moments, letting you reconnect with nature. Take a weekend getaway or mid-week escape.
- [Winter](#) is a one-of-a-kind experience unified by 12 unique towns, each with an adventurous spirit as deep as the lake itself. A winter sports wonderland, North Lake Tahoe is home to some of North America’s largest ski resorts.





## DINING

From casual bistro-style restaurants to long-standing fine dining establishments, North Lake Tahoe's [restaurant options](#) have you covered. Whether you want to grab a quick bite before hitting the slopes or beach, or you are looking for several delicious courses to enjoy lakeside, your choices of eateries are plentiful.

Click [here](#) for more North Lake Tahoe information and to view the [Visitor's Guide](#).

## ABOUT NORTH LAKE TAHOE RESORT ASSOCIATION

The North Lake Tahoe Resort Association (NLTRA) is a vital part of the North Lake Tahoe community. Serving businesses and the community at large, the organization enhances the region's vibrancy by stewarding a sustainable year-round economy, guiding transportation and workforce housing solutions, and managing the NLTTBID (North Lake Tahoe's Tourism Business Improvement District) funds to support visitation management.

## MISSION

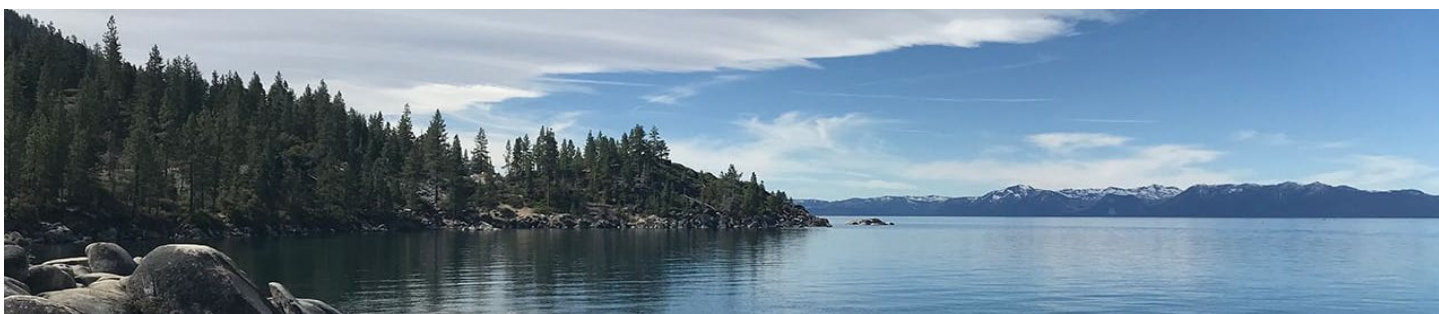
To promote and manage visitation to the North Lake Tahoe region and collaborate with all stakeholders to achieve economic health, community vitality and environmental sustainability to benefit our residents, businesses and visitors.

The NLTRA is committed to a sustainable community in balance with our vibrant visitor economy. We are focused on communicating about the North Lake Tahoe region, managing visitation mitigating impacts, and generating revenue. We believe reinvesting locally, fostering employment, and protecting quality of life for residents is key to our success. The NLTRA is primarily funded through the recently approved NLTTBID with additional funding for oversight of the Placer County TOT projects and CAP committee. The NLTRA is a nonprofit public-benefit corporation.

NLTRA strives to:

- Be the Best-in-Class Destination Stewardship Organization to achieve sustainable, year-round visitation.
- Enhance the quality of life for all while strengthening our community's economic vitality.
- Advocate for solutions that impact residents, local workforce and visitors in their unique needs and experience.

Click [here](#) for more information.



## POSITION SUMMARY

**JOB TITLE:** CEO  
**DEPARTMENT:** Administration  
**SUPERVISOR:** Board of Directors  
**STATUS:** Exempt

The position of CEO has the leadership oversight and responsibility for the successful operation of the North Lake Tahoe Resort Association. This includes strategic and operational plans, budgeting, and supervision of all department directors, managers and staff. Additionally, this position will facilitate Board and Committee activity and provide assistance in their administrative support. The CEO will represent the organization and drive the imperatives of the NLTRA with Placer County, multiple Regional Agencies, funding partners, community organizations, cooperative partnerships and member businesses.

## GENERAL ACCOUNTABILITIES

- Oversee the implementation, planning, and execution of the Destination Stewardship related functions of the North Lake Tahoe Resort Association (NLTRA) as directed by the NLTRA Board of Directors and various committees. **(Destination Management Knowledge, Leadership, Organizational Skill, Presentation Skills, Relationship Skills, Change Management Experience)**
- Lead members of the staff, based on direction from the Board, develop annual and other strategic and operational plans, including but not limited to envisioning and implementing Strategic Goals and Action Plan, marketing strategies and plans, integrated infrastructure and transportation development work plan and long-range TBID funding plan, Chamber plan and annual budget. **(Relations with Board, Planning, Organization Skills, Communications, Management Skills, Leadership, Budget/Finance)**
- Oversee the management and distribution of the NLTTBID funding.
- Guide the investment of the Transient Occupancy Tax (TOT) to support workforce housing and transportation initiatives.
- Ensure proper administrative support is provided to the 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)**
- 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 additional funding source not currently available, including but not limited to grant applications, 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)**
- Ensure that diversity, equity and inclusion are a part of the organization's culture.
- Performs other duties as assigned or requested.



## ESSENTIAL QUALIFICATIONS AND ABILITIES

- Paramount are strong leadership and organizational skills; ability to build an effective organization and develop critical relationships with local leaders, the community and regional partners; and strategic planning with demonstrated successful outcomes.
- Experience with change management and implementation of innovative and industry leading vision.
- Experience in re-defining an organization's mission, organizational transformation and driving change.
- Leadership experience with vast community collaboration including but not limited to local government, small to major businesses, various associations, local residents and destination visitors.
- Leadership or collaborative experience with associations or membership-based organizations.
- 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.
- Leadership experience with budget development, management and tracking.
- Excellent verbal, written, and presentation skills.

## EDUCATION

- Four-year degree from an academic institution or commensurate experience preferred, government relations, community development, marketing, sales, hospitality or business major preferred.
- Minimum seven years in an executive leadership role.
- TBID or similar experience preferred.

## LICENSES/PERMITS REQUIRED

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

## KEY CHARACTERISTICS

- |                         |               |
|-------------------------|---------------|
| • Collaborator          | • Steward     |
| • Politically astute    | • Confident   |
| • Consensus builder     | • Warm        |
| • Visionary             | • Transparent |
| • Team leader           | • Listener    |
| • Strong public speaker |               |

## TOP PRIORITIES

- Ensure the organization is properly structured and has the best talent in place to deliver on the strategic vision of the organization.
- Develop strong and meaningful relationships with all stakeholders/constituents and maintain effective ongoing communication through this transformative time. Constituents include but are not limited to staff, board members, industry leaders, business leaders, business associations, city, county and state elected officials, other partners, and vendors.
- Assess the operation of the organization including finances, programs and deployment of TBID, TOT and CAP funding.



If interested in learning more about this great opportunity, please respond send your resume to the SearchWide Global Executive listed below.



**Kellie Henderson**, Senior Vice President | SearchWide Global

[www.searchwideglobal.com](http://www.searchwideglobal.com) | [info@searchwideglobal.com](mailto:info@searchwideglobal.com)

703-912-7247 (direct) | 703-463-7042 (mobile)

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