

North Lake Tahoe Business Walk Summary

Survey Teams of Volunteers Visited 189 Businesses in Multiple North Lake Tahoe Locations on June 8, 9, 10, 2016 and Utilized the QuickTap Survey App to Interview Businesses for the Purpose of Assessing the Current State of Workforce Strengths and Gaps.

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Incline Village/Crystal Bay Visitors Bureau

Prepared in Support of the Tahoe Prosperity Center Workforce Project by:



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North Lake Tahoe Business Walk Data Summary

June 8 = Day 1

June 9 = Day 2

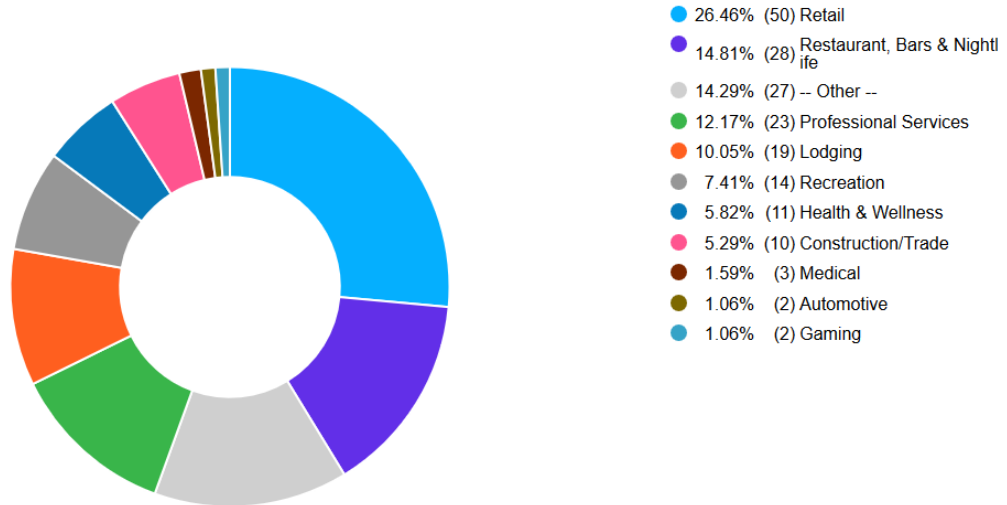
June 10 = Day 3

	Day 1 – June 8	Day 2 – June 9	Day 3 – June 10	Totals
Number Businesses Visited	104	67	18	189
Businesses by Type:				
Automotive	2	0		2
Bank	1	0		1
Building Services	1	0		1
Business incubator	0	1		1
College	0	1		1
Computer Tech	1	0		1
Construction Trade	7	3		10
Education	1	0		1
Entertainment/Perform/Edu	1	1		2
Government	1	0		1
Grocery	1	0		1
Gaming	0	1		1
Health & Wellness	7	7		14
Home Design	0	1		1
Lodging	11	6	2	19
Nursery	1	0		1
Printing	0	1		1
Produce Distribution	1	0		1
Professional Services	14	9		23
Real Estate	6	0		6
Recreation	7	5	3	15
Rental	1	0		1
Restaurant, Bars, & Nightlife	12	10	7	28
Retail	23	21	6	50
Travel Wholesaler	1	0		1
Tree Removal Service	1	0		1
Utility district	2	0		2
Veterinarian	1	0		1
Total Businesses	104	67	18	189
*HTRR Subtotal	55	42	18	115
HTRR Percentage	53%	62%	100%	61%

* HTRR = Hospitality Tourism Recreation Retail (sectors)

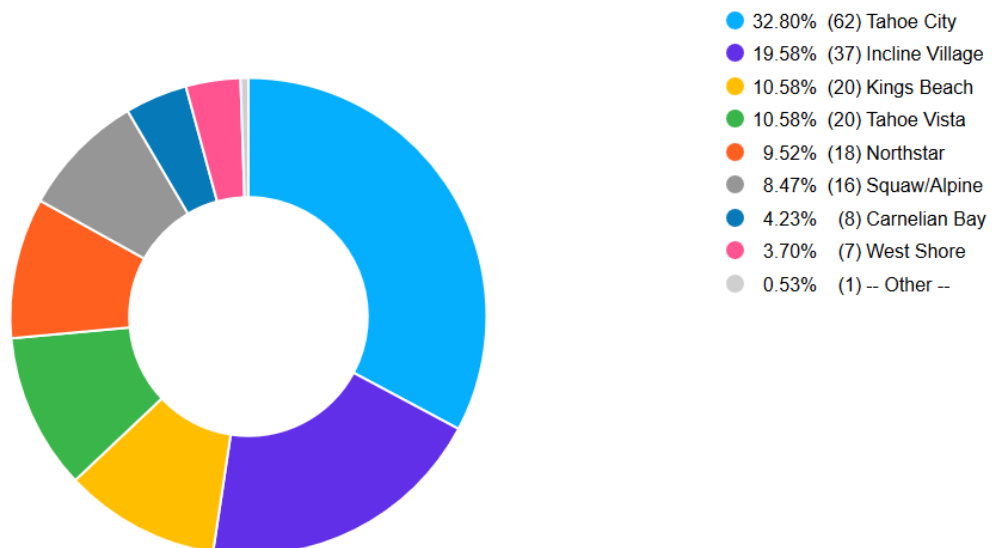
Type of Businesses Visited - Sector Pie Chart

Type of Business



Location of Businesses Visited - Location Pie Chart

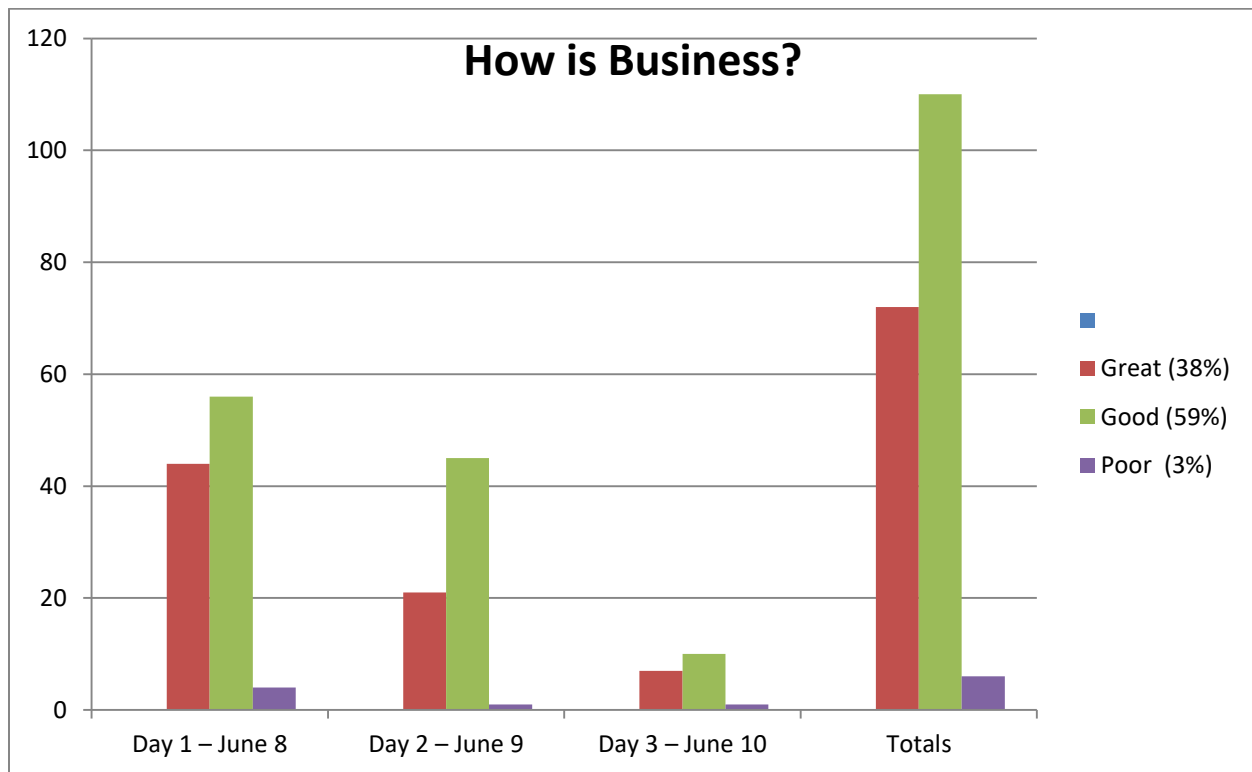
Zone #



Survey Question: How is Business?

North Shore Business Walk	Day 1 – June 8	Day 2 – June 9	Day 3 – June 10	Totals
How is Business?				
Great (38%)	44	21	7	72
Good (59%)	56	45	10	110
Poor (3%)	4	1	1	6

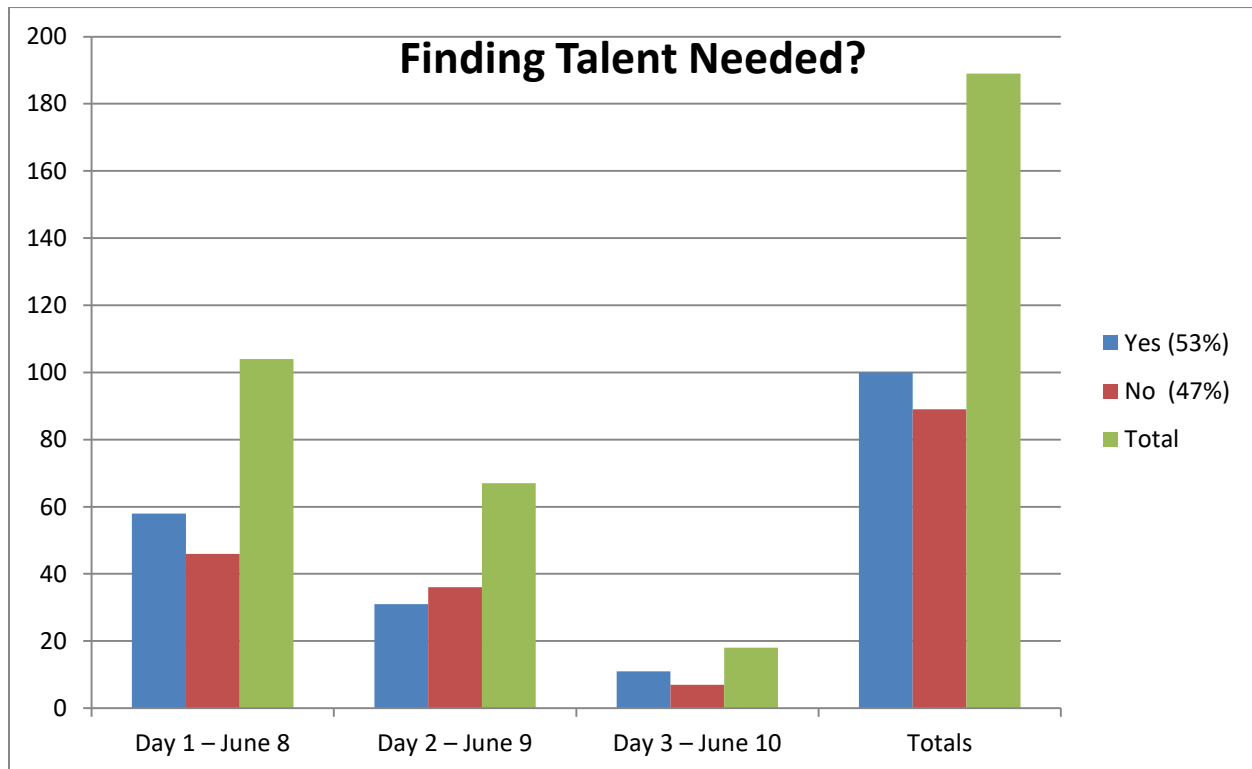
“How is Business?” Graphic



Survey Question: Are You Finding the Talent You Need?

Finding the talent needed?	Day 1 – June 8	Day 2 – June 9	Day 3 – June 10	Totals
Yes (53%)	58	31	11	100
No (47%)	46	36	7	89
Total	104	67	18	189

“Are You Finding the Talent You Need?” Graphic



If Yes, What is Working? ¹Wordle Graphic



If No - What Are Your Challenges? Wordle Graphic



¹ Wordle is a mechanism for generating “word clouds” from text giving greater prominence to words that appear more frequently in the source text.

Detailed Survey Responses - What is Working or Challenging in Finding Talent?

If Yes, What is Working? (+) Detailed Comments	If No - What Are Your Challenges? (Δ) Detailed Comments
+ Our company has so far been able to find the skilled technicians required to serve our customers. + Not easy, front of house is easy, back is more difficult. More training for us because of lack of experience. We increased the wages in back of house. A lot work second jobs and construction and landscaping pay for so much more + Vail pass does help, bonus program for people working from Nov to March + Accommodating schedules, flexibility + Only working as the owner, no employees yet + Finding good employees hasn't been a challenge + Online application process, flexible schedule, fun environment, even mix between local & out of town + Northface & Patagonia are well respected trade names - free ski pass - Epic Pass for all employees, + Responsible, locally, recruiting thru Vail, good turn-over, + Doing ok but need more entry level. Most success with indeed, word of mouth, 180 J1 visa people for winter. + Attraction to Tahoe lifestyle + Recruitment working ok, + Case to case basis Skill set challenges + Signs up for hiring is best method - Now Hiring + Seasonal business hires up for summer + Need more yard workers and in the mill in summer + Able to find replacements. Use craigslist. + Response to ads is good in terms of the number of applicants from region. Offers competitive wages. Implementing an employee referral program. In house technical training for gaming positions. Access of J1 workers + Career fairs have worked. Advertising positions on marquee. Runs in house training for specialized skill training as well as career advancement training into supervisory positions + Job posting through squaw/word of mouth + Finding good talent + Some very good + Staffing companies to fill housekeeping. Had to increase rate of pay more than 1x in a year. + Short a housekeeper for a long time. Currently fully staffed. Best way is to find staff from referrals. Ads aren't doing it. + "Many as on craigslist and indeed work and travel USA is helpful to find staff"	- Δ Affordable housing for employees nearby and employee applications. - Δ No workforce, lack of employees living in area - Δ No place to live, no stock person, young people not reliable - Δ No one applying. Help wanted all over town, housekeeping hard to fill. - Δ Hk and maintenance are biggest problem. Hk biggest issue and looking into other options. Ran ads on Hispanic channel. That demographic travels in groups. We offered recruitment bonuses etc. that helped. Still short. We raised our wage quite a bit. Otherwise they get college grads to work for 14/hr in other positions. Ritz starts at 14 in HK and we can't compete. Engineering is another issue and they can't supports family. Got people from local radio ads just recently. Cost of living is so high, people don't stay. When sawmill heights for out of country but you can't just leave them totally alone. You just can bring students over anymore. We need temporary housing big time. - Δ Aren't enough applicants, or no show to interview, then hired but couldn't find a place to live, not paying enough to find good workers, full time, seasonal positions still open, pay is better than Reno, but still not getting people. Lots of commuters. - Δ Not big enough work force, left because housing prices are way too high. - Δ Qualified talent, mature, professional talent lacking along with housing - Δ Transportation and affordable housing are greatly needed for local workforce. - Δ Seasonal, part time isn't always easy to find given the ups and downs - Δ Not on the lake (location), can't find housing, - Δ Keeping people and finding qualified people. J-1 people and high school students have helped - Δ Finding good employees, - Δ We need more screening. J1s stand around. Return employees are great. Need people that are flexible - Δ The biggest challenges are cost of living, gas. - Δ Seasonal, hard to retain employees, - Δ More difficult in the winter - due to quantity and sudden ramp up - Δ Lift ops and transit drivers - doing own licensing of CDL - Δ Housing. - Δ Given payscale, many employees commute rather than live here, high cost of living in Incline (housing)

If Yes, What is Working? (+) Detailed Comments	If No - What Are Your Challenges? (Δ) Detailed Comments
+ "Dividing hiring efforts into 3 categories, local, international and college. Have pushed pay rates to be competitive. HR is relationship driven partnering with Chico State for 60% of college hiring. Use Intracks for international recruiting. Local through job fairs. Have good success with finding skilled workers because of internal training structure. + Trade so only qualified people + Family owned and operated business + HR Department does screening + Hiring J1 to get them thru high season. Brought in a group from the east coast. 40 staff apts on site. Offered homeowners a bronze pass or 300\$ to lease to staff. Working with prop mgmt companies to ski lease props for staff. Offers free tart passes to staff. Shuttled staff from Reno. Got college students. + Getting creative. First year hiring J1s. Hired 11 + Good compensation. Back of house steady crew + Best luck is putting signs up for help wanted. Craig's list but not with great success + Word of mouth through friends and customers + Tourist + Craig's list + Squaw website + Through job fairs, online + Word of mouth + Only one shift per day + Travel to your business + Lots of talent in Incline. Works with 4 contractors. + No problems + 3 year tenure + Able to keep employees + No problems + Treating employees well keep them + Treats everyone like family + Vacation time + Sick time + Takes care of employees. + Custom Interior design in addition to walk in retail business. Close working relationship in a family owned business + Has long lasting employees. Offers 401k, paid time off, health insurance, and competitive wages for industry + Friends + Have found 3 new employees in the last week - people stopping by job sites. It is tighter than it has been. Reno is really busy now so there is not as many people coming from Reno - 4,000 cars in to Martis Camp each day. Martis will dry up before Reno - fewer people will be	- Δ You have to invest a lot in training - Δ Small staff. Long tenure. - Δ "Being in incline is a challenge. - Δ Commuting is an issue. - Δ Specific skilled individual is an issue - Δ Preference to hire here but can't due to skills. - Δ Housing. Entry level positions are hard to fill. Has lots of vacancies for these types of positions - Δ Not getting quality applicants. Cost of living high for pay scale. Lack of local workforce pool. Need specialized training. - Δ Housing big issue! Almost half are homeless. Problem for pets as well. - Δ Opening in Truckee - Δ Harder to get license in CA - Δ "No qualified people." "Entitled" - Δ Need computer skills - Δ English skills not good. - Δ Cannot get people to apply - Δ Hard to fund reliable sub contractors. - Δ Reliability - Δ Professional skills - Δ Finding qualified people. Quantity and quality.....housekeeping. Just brought in some people from Puerto Rico- from an Agency- not working out. Too cold and too tough a job. Not hiring J1s anymore. Use squaw.com and indeed. - Δ Can't find a front office manager - received some applications but had no experience. - Δ Majority of applicants are from Reno/ Carson. Employees can't find housing. Current employees getting kicked out of rentals due to sale of property or air b and b. Qualified applicants are few and far between. Won't hire illegals. - Δ Leaner winters created less opportunity, housing is hard to come by, cost of living is too high - Δ Being paid more by airbb, etc. (housekeepers) - Δ Transportation is challenging - Δ Kitchen is the biggest struggle - Δ Economic indicators starting to flatten so concern for future. Housing largest concern this year. Hotel will provide two days typically for employees to settle in their housing. Now closer to 20 days stay before locating housing. Difficult for employees to find transportation to commute from outside basin. Vacation rentals taking housing off market. - Δ Only one employee - Δ Housing high cost of living, perception that Tahoe is for play and not work, competition from Reno and Carson that does not have same limitations. - Δ School year longer impacts business. Last 4 years construction have killed business!! Nowhere to live.

If Yes, What is Working? (+) Detailed Comments	If No - What Are Your Challenges? (△) Detailed Comments
needed when that happens + Getting lucky, one or two. Not good response, but getting good people + Licensed contractor and tradesmen who don't want to deal with business side so he has a couple of guys who have been with him awhile + Economy is good, Martis camp, etc. would be busier but not enough staff + Has one employee who is good. + HR web. Get from all over. Sometimes it takes time. Growing in enrollment. A lot of teachers are attracted to Tahoe. + The support of the community. The employees are bringing people in. Employees feel just as equal of a partner as the owner + Now grant funds are tighter. More challenge. Office does more projects transit now trail. DPWF is new name public works and facilities. Fire department water quality projects. Haven't had to hire in quite a long time in his section. However more of a challenge for Bus drivers. When we do big projects here like q&d help economy + It's a seasonal town so there's always movement and someone looking for a job. People cycling through. + Craigslist and facebook posts. Got lots of responses but a lot of out of area applicants or recent college grads which he wasn't interested in. + Hired a few good employees + Getting good high school workers helps with patio/restaurant work + Yes, small crew. Long term employees + First full week of business, just hired new cleaning crew. Only two shifts, 24 rooms, and 1 full time employee. Trying to figure out a flow and communication that works for them. + The employees as a whole all do a great job. A great team. Dependable employees. + Finding well established locals. Born and raised. Most of staff is local + "8 years one maid. Find the right people. Be fair" + Their qualities and good work ethic. + Very committed team + A lot of retired women for pt work + 4 new employees, growing + Designers. We have been really lucky. Lots of personal connection. + No employees, all mom and pop + Low and mid-level fine + Need an admin person, most employees own homes, very little turnover + Same staff for 20 years, one new staff that is local. Long	△ No skilled and experienced workers interested in living in Tahoe for Civil Engineering △ Finding skilled employees to fill certain types of positions. There are quality issues. Lack of high work ethic. Lack of consistencies △ Challenge finding part time employees △ Expensive to live here. △ Can't find part time weekend help" △ Commuters so when they find a job closer to home they move △ Getting reliable help people that wanted to work △ Cost of living. Weak benefit package. Not competitive with other resorts. Good benefit pkg is too expensive. Seasonal work force offered incentives to keep people thru the season. Expensive housing. Not enough supply. Losing staff to so shore as they have more housing. Transportation to Truckee needs improvement △ Not much of a pool due to cost of living. Issues finding cooks and maintenance △ Challenges with job fit △ Housing an issue △ School schedules with employees △ In need of staff. Have hired international talent - JI to make up for lack of pool here. Run into challenges with no housing. Housing is either long term rental or not available. Worked with an agency in NYC to fill. Recruiting is the hardest part to fill jobs. Majority of staff is year round. Back of the house positions are harder to fill. △ Server staff front of house employees. Finding front of house staff that sticks around. No employee pool available. △ Seasonal, people leaving and not coming back △ J1 employees lacking △ Kitchen staff. Housing biggest issue. △ Housing and reliability trying to work too many jobs at once △ Not being able to offer full time. Would like to see job sharing site. △ Dependability epic snow conditions party population housing issues a lot of staff have moved out of Tahoe moving to KB Truckee Reno Sacramento few move back home △ Hard to keep employees - low season discourages them △ Housing △ Drought, lowers tourism, locals don't spend money △ Seasonal people △ Part time employees, especially daytime shifts △ Challenging due to housing △ No challenges △ Not sure how owner finds employees △ Need strong customer service skills

If Yes, What is Working? (+) Detailed Comments	If No - What Are Your Challenges? (△) Detailed Comments
term employer + Teamwork + Tome in business here, networking. Assn's + Workaholic, consistent, reliable, word of mouth, customer convenience. Loyal + Only one employee + Luck, keep going through people until they find who they want. If they don't work out then they go into the next one. + She is the employee + Small sales group. Larger rental group. Diminished inventory. Housing is the challenge + Limited pool of employees to pull from. + Fully staffed. Early in season hiring. Broadened avenues of searching through craigslist and flyers at the local ski areas. + We haven't had any issues. + Only needs one employee + Contacts and word pf mouth and person to person referrals + Barely any turnover. Summer employees network with friends it's a great place and no problem finding help. Some work 6-8 years + People come in to find jobs and fill out apps daily + Yes but barely. Pretty bare bones in specific positions. Easy to find bartenders and servers but hard to find good bussers, line cooks, hostesses dish washers. Housing is tough. Costing more and more to live here. Most of the employees come from Carson City and Reno. + "Part time and seasonal, don't have much training, have return + People that call to work + 50-50 return employees. The grace of god. Lucky to find the right employees for the job. Reliable and hardworking. + Yes here, establishment rep. Long time employees. + Challenge at first but working. Been lucky. + Social media. + Paying liveable wage, but hurting the business + Barely! Staffed for the summer - took a while, radio for 3 months, 3 replies from Craig's List, owner at the other store found employees, found one employee from In Deed. + Business every year since 2014, place ads in local papers, increased employees two fold since 2014. Sometimes friends tell friends about jobs. + Yes, trying hard. A lot outreach, screening. Know workforce issues + Hiring through referrals and networks + Right now yes but it has been tough. Had good timing.	△ Need creativity △ Young people don't know how to work △ Location in strip mall with low foot traffic △ Priced out - no wage makes it affordable △ Travel from other places because can't afford to live here △ No housing and no affordable △ Reliable and consistent △ Finding them - no locals all Reno with no housing △ Seasonal △ No applicants △ Pay rate doesn't get good staff △ This type of work doesn't apply to young △ Race plays a role - wealthy community △ Only variable in business is labor, would rather be 2 weeks out on repairs than hire another person. Has 2 employees, one of them for 19 years. Hire someone with enthusiasm and train them. Hard to find qualified people - hard to compete with summer contractors △ Limited work ethics. Lots of turnover. Seasonal cycles affect them. △ Great guy, but no show, or summer only then move away, transient workers, trying to hire. Frustrating that train workers, then leave. Skills are needed, but transient workers too. Pay them well, \$18-20/hour average △ It's been difficult getting ad response mostly it's been from out of the area. i.e. so Lake Tahoe 8 out 9 are out of area. Challenge is getting people to uproot. If good enough then can you afford to live here. Housing isn't affordable. Inventory is bare to none. △ All the work is in Truckee △ Drugs, alcohol are problems so workforce isn't reliable. △ Hard to find people, could take more business but no employees. Too expensive to live here, no housing to buy for entry level workers. Reno is taking off and there is no reason for workers to come up here. Entry wages are not enough for housing. Construction wages will go up due to shortage of labor which will cause housing costs to increase. No resources for electrician training in the area. △ Contractors hiring all the workers because economy is doing well. Availability of housing is lacking. Airbnb and VRBO taking away long term rental options. 2nd homeowners turning properties to VRBO. Wages are lower than contractor, so tough to hire when the economy is thriving. △ Very difficult to get good employees here and at Verdi location too. Skills level not offered at local schools (entry level shop skills) needs to train on the job. △ Starting pay wage not good, not comfortable work environment, no management consistency, housing is bad △ Had a tough time finding employees. Not enough locals. Trying to hire seasonal students for summer hires.

If Yes, What is Working? (+) Detailed Comments	If No - What Are Your Challenges? (Δ) Detailed Comments
Hiring process and aggressive. + Luck. Word of mouth. Success with employee retention. Likes environment. Feel connected to community. + We are unique and not very affected by the economy. + Thru internet, craigslist. Don't need highly skilled employees. Need to be punctual and honest and willingness to learn + Multitasking, and training + Hire family + Labor pool is talented, eager, young and hungry. Two new hires in past 8 weeks. Hard to keep people around because it is a seasonal area. % of employees out of area. Staff has to move around housing a lot. Not having enough talented workforce available. + It is time consuming. Craigslist + Union workers, lot of applicants, just hired 4 new employees. A lot of employees live on Reno. Pay here is better than NV and Reno. CA pay is better.	- Δ Cost of living. Hiring fitness instructors are hard to find - Δ Long term employees recently left due to lack of affordable housing and relocated out of the area. Seasonality is challenging to retain employees. - Δ Can't guarantee work. Have the Tahoe mentality, play first attitude. Bad worth ethic. Unrealistic goals, don't understand the seasonal work environment. Don't know the area to well enough to find a place that is a convenient work commute. - Δ Cost of living and finding the right fit of employees with the business - Δ Housing crisis limits access to workers who need to be local to respond to emergencies. Offers \$17 hour advertising for 6 months. No applicants. - Δ VRBO and AIRbnb is killing options to find workers. People can't find affordable housing. No local workers because they can't find a place to live. Workers who commute don't last long. - Δ A challenge staffing on the north shore - Δ Finding employees who want to stay long term. Wage housing discrepancy - Δ Can't find Housing for employees, skills, lack of other services like health education and parks, - Δ She keeps people well but new people are very difficult. Not actively recruiting right now. - Δ Hard to get people to stay due to housing and weather - Δ It has always been an issue to get people to stay. People take the job and leave due to weather and cost of housing. - Δ Qualified, experienced, educated applicants. - Δ Challenging for higher level. Out of area recruits are hard due to housing issues, jobs for spouses. Even higher pay jobs have trouble buying homes. Cost of living makes living locally and love in this community is very difficult. Having Reno employees get here for emergencies is hard. - Δ Not very challenged, needs an administrative person - Δ Finding people to work for low money, can afford. Friends moving away. - Δ Area renters, part time work, hard fulltime, opening for 4-6 months before filled - even offer benefits. - Δ Need people who can afford to stay over long run. Housing is too expensive. Enough inventory is also important. - Δ All independent contractors - Δ None that I can think of - Δ Heard it's tough for people to find work in the area - Δ High School kids have a very short summer season so my workforce is constrained. They need better math skills. - Δ Always hard. Not the pool, no housing. No enough qualified employees.

If Yes, What is Working? (+) Detailed Comments	If No - What Are Your Challenges? (Δ) Detailed Comments
	- Δ Fewer events this year, fewer weddings - Δ Very few kitchen help, all want to be waiter, bartender. Want tips. - Δ Cost of living. People have to leave because they can't afford to live here - Δ Housing, qualified, money - Δ Can't find employees. Can't train, people don't perform to expectations. - Δ Employee housing is scarce and expensive. Pay can't keep pace. Some kids don't want to work. - Δ hard for the wage scale of employees that we need to find affordable housing - Δ Housing. No applicants because they can't find housing. VRBO big issue. - Δ Not good, only one prospect, no pool of people. Have good delivery people that have been around a long time. Even have one from S. Lake that drives up 3-4 days a week - Δ No!!! Challenges, lack of people applying. Currently hiring. - Δ Needs to hire more people because there is nowhere to live. Summer season isn't long enough. - Δ Hard to find talent or skills needed. Anyone applying has to bring a DMV record. Don't require any training - would prefer to train. Just need good moral character. - Δ People don't stay in Tahoe for very long. Transient nature. Unreliable employees. - Δ Found some good workers after lots of flakes, people who don't show up, not loyal, not reliable, no communication, no integrity. - Δ Lack of applicants. Asking if they have housing first. They know if they don't have housing they are less likely to stay. Need to pay more as well. Housing is the biggest issue - Δ No one applies. No one available. - Δ Hard because housing costs are so high, need outgoing, friendly person - Δ General contractors have a hard time retaining employees. - Δ Housing shortage for minimum wage workers. Wages are going down. Good jobs have been replaced by non-English speaking low wage employees. I advertise for workers on Craig's list. - Δ Small community to draw from. Lack of responses to employment outreach. - Δ Corporate guidelines are working. Applicants are hard to find. - Δ Workers moving to Reno, 12 hour days so need local workers and can't find reliable employees, tough job, need to love animals

- ☞ Can't find experienced cooks
- ☞ Can't find front line ones likes housekeeping, grounds maintenance, carpentry, food service expertise,
- ☞ Cash handling, sales, people skills
- ☞ Cashier, lifting, cleaning, social skills, math
- ☞ Chew gum and walk, task oriented, organized
- ☞ Chocolatiers have special training needs - they are in Reno
- ☞ College, CPA exams. More education in immediate area. Community college offers some but more would be good
- ☞ Common sense
- ☞ Reliability
- ☞ Customer service
- ☞ Communication is the strongest point. Within the entire operation.
- ☞ Communication skills
- ☞ Communication skills
- ☞ On time
- ☞ Honest
- ☞ Polite to customers
- ☞ Communication, organization, cash handling,
- ☞ Competent sales clerks
- ☞ Computer skills
- ☞ Basic programs
- ☞ Computer skills plus above three things
- ☞ Computer skills
- ☞ Just interested capable employees
- ☞ Strong men for deliveries"
- ☞ Computer skills, people skills, phone etiquette. Keep up with real estate contacts
- ☞ Computer skills. Boats are catching up to the auto industry. Need basic and specific training and diagnostic and mechanic. Fiber glass gel coat repair
- ☞ Computer/IT are mandatory.
- ☞ Continue improving skills
- ☞ Cooks
- ☞ Corp on top of issues
- ☞ Inter-company communication
- ☞ CPA and college
- ☞ Cross trained to run a register make food or coffee clean etc.
- ☞ Customer service biggest need. Good work ethic
- ☞ Customer Service
- ☞ Customer service is key. They have to do the duties and be able to have people skills with confounded tourists and answer any questions they might have.
- ☞ Customer service skills especially how to help when animal is sick. Teach some of those soft skills on job, need to be a sensitive person
- ☞ Customer service skills. Seasonal nature of business.
- ☞ Customer service and guest services. Once you know that you can do anything
- ☞ Customer service!
- ☞ Customer service, communication skills, responsible, accountability, self-starter, positive
- ☞ Customer service, culinary skills
- ☞ Customer service, diverse, multitask, okay with seasonal. Certificates for food service: tips training, serve safe
- ☞ Technology
- ☞ Customer service.
- ☞ Customer service. People don't understand serving the customer is top priority.
- ☞ Customer service. People skills. Good listener open minded. Problem solving. Banking, loans and industry experience.
- ☞ Customer service. Sales. Self-motivated. People who love the gym and stay committed.
- ☞ Customer service-reliable transportation
- ☞ Deal with public, cleanliness, maintenance, money, marketing
- ☞ Don't anticipate a change in employee needs
- ☞ Don't anticipate change in type of skills needed. But there will be an increased need for more of the same type of workforce
- ☞ Education, towards all positions. Experience. Finding employees with bad writing/typing skills and bad computer skills.

- Needs to find employees with better skills. Basic skills
- ☞ Employee commitment and social skills
- ☞ Employees possess the skills needed to perform the job.
- ☞ Employees need to be trained properly. Needs to find the appropriate people for the right positions
- ☞ Energetic, honest, dedicated
- ☞ They provide training
- ☞ Engine/mechanical/boat repair
- ☞ Carpentry
- ☞ Fork lift/equipment operation
- ☞ Sales
- ☞ Engineering, ability to write,
- ☞ Engineers in waste water management and trails creation
- ☞ Entrepreneurial spirit
- ☞ Drive
- ☞ Interest in retail
- ☞ Hard worker
- ☞ Fabrication skills, can learn on the job, welding skills,
- ☞ Fast, technology, computer savvy, customer service, they can train inexperienced people. Long term employees fill main positions such as butcher, baker, and cooks.
- ☞ Find good cooks and staff
- ☞ For the higher-level positions it might be nice to have people with more museum experience or background so maybe some trainings in the area. For most of our positions we look for personality more than anything else.
- ☞ Front-customer service and experience in that field. Back of house needs experience in food and beverage.
- ☞ Further education and training
- ☞ General auto knowledge
- ☞ Good work ethic
- ☞ Try to have fun at work
- ☞ General food service and customer service
- ☞ Good bootfitters specific industry skills. Hands on motivated people.
- ☞ Good customer service, so many people come without that skill. Some specific, specialized areas are hard, engineering, IT. Need people willing to start at entry level.
- ☞ Good in math, reliable, hard-working,
- ☞ Good personality
- ☞ Good personality, cash register and inventory
- ☞ Good trade skills. Good customer skills.
- ☞ Good work ethics, water science doesn't change.
- ☞ Grow with company so be flexible, customer service skills, basic computer skills,
- ☞ Hard work, personal skills, reliability
- ☞ Have to licensed cosmetologists. Teachable willing to learn, reliable and committed. Willing to grow.
- ☞ Help in the front, customer service
- ☞ High demand needs. No issues
- ☞ High volume of sales, people with experience
- ☞ Hire inexperienced staff - have to train/teach the customer service. More challenges we have with workforce the more we have to spend time training. Not so many experienced servers/people out there.
- ☞ How to get along with people, reliability, I give kids experience for their resume.
- ☞ If things keep going the way they are with technology, make sure they are tech savvy and customer service is huge in this industry.
- ☞ Independent contractors
- ☞ Artists
- ☞ Coaching skills
- ☞ Encouragement skills
- ☞ Independent contractors
- ☞ Intelligent and good personality who will be reliable and show up. Will train on job and promote from within. Employees need to feel like the business takes care of them, too. Loyalty is earned.
- ☞ Interior designers to continue maintain and grow custom work
- ☞ Internet skills

- ☞ Computer skills
- ☞ Customer service skills
- ☞ It's hard to find employees only come for winter or summer training is hard to train during that time
- ☞ Just a competent employee with common sense.
- ☞ Just same baristas supervisors and managers
- ☞ Keep speaking word of mouth and love what they do. Keep self-promotion. Staying positive and letting them grow their business.
- ☞ Knowing the retail industry, customer service, good communication skills, outgoing,
- ☞ Knowledge of merchandise, drive to work
- ☞ Laborers and tree removal and clean up/defensible space, driver's license.
- ☞ Less turnover
- ☞ Licensed in real estate, customer service, clerical skills
- ☞ Longevity, work ethic, pride in their work. The ebb and flow of what needs to be done physicality. Customer retention.
- ☞ Low skills, entry level.
- ☞ Maintaining what they're doing. Good communication and production
- ☞ Management roles such ordering inventory, scheduling and hiring.
- ☞ Mentality
- ☞ Go thru lots of people before the right one is hired
- ☞ Math skills needed
- ☞ Multi-tasking, customer service, attention to detail. Willingness to work hard.
- ☞ Need a hard work ethic, not party mentality, skills for job are trainable, not the "typical tahoe worker" with no ambition.
- ☞ Need a higher level quality of employees to change the culture as the organization upgrades its level of service/quality
- ☞ Need software and mobile program developers. Younger, motivated individuals who are innovative, coachable, creative, and entrepreneurial. Need mentors
- ☞ Need to know how to work with money
- ☞ Proper care of fabrics
- ☞ Learn to read labels and follow instructions
- ☞ Computer skills important
- ☞ Need training in mechanics
- ☞ Need well trained experienced in electrical or AV fields. Apprentices can be trained but don't have the aptitude. Initial interviews are tricky. Homes are moving toward smart homes with LED lighting, different products now. Computer knowledge is very important
- ☞ Newest and most innovative schooling. We have families that move here just for the school and they don't have a problem with finding housing
- ☞ No
- ☞ No major change in skills needed over the next few years
- ☞ None
- ☞ Online, social media, marketing
- ☞ Only have 9 employees. Makes it a bit easier. No foreseeable changes. Always need Customer Service driven folks and Maintenance
- ☞ Other gym is in Truckee, prefers other location because she lives in Truckee
- ☞ People skills, culinary, food handling, expediting, good customer service skills,
- ☞ People skills, customer service and culinary skills
- ☞ People that are adaptable
- ☞ Require cross training
- ☞ Smaller bank - it's a universal service bank
- ☞ Quick learners
- ☞ Personable, multi task
- ☞ Population is transient so employees are hard to find.
- ☞ Presentability, light computer skills, bilingual is a plus. Tahoe seasonality - not strong work ethic.
- ☞ "Product knowledge and application knowledge high turnover rate environment that provides growth upscale training program for future in all departments
- ☞ People leave for better jobs lack of work ethic labor pool consists of college kids silver spoon kids don't want to work
- ☞ Struggling to find better employee pool from Carson and Reno"
- ☞ Project management, design and fabrication skills, blacksmithing apprenticeship would be preferable, (metalsmith hybrid option would work, too)

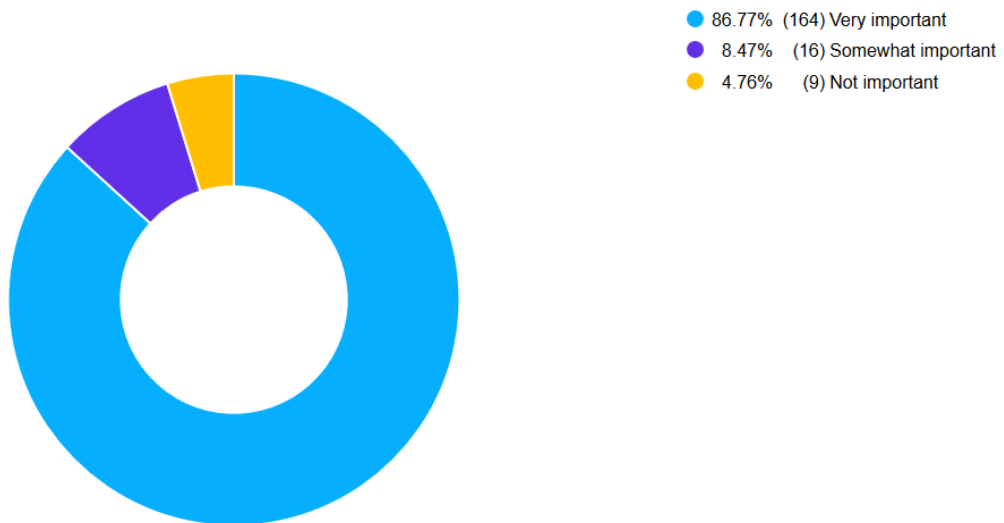
- ☞ Proper knowledge of industry, industry trends, customer service skills
- ☞ Punctual responsible professional
- ☞ Qualified cooks
- ☞ Reliability and customer service
- ☞ Reliability, flexibility, customer service
- ☞ Reliable and dedicated. Interested in health and wellness. Organizational and customer services skills. Good attitude and willingness to learn.
- ☞ Reliable, Personable
- ☞ Retention is important and where they live is important. Many seem overqualified
- ☞ Return employees are the best - wage and housing are a big problem. Biggest issue.
- ☞ Sales experience, friendly
- ☞ Sales experience, reliable, presentable, good language skills
- ☞ Sales, customer service
- ☞ Sales. Community involvement. Social media skills.
- ☞ Same skills using now
- ☞ Seasonality, hard to find employees because of it. Need more tourists in slow season.
- ☞ Self-motivated, problem solver, soft skills. Gardeners or plant lovers
- ☞ Self-motivation. Many tools to self-teach skills that people don't use. Need a desire to grow.
- ☞ Service, hospitality, retail crucial. Need customer service skills, service mentality, work ethics lacking
- ☞ Show up on time, consistency
- ☞ Skills can be learned. Needs reliable, integrity, people who want to work. Smart enough to learn basic skills
- ☞ Small business. Need strong computer skills.
- ☞ Need both computer and service(people) skills
- ☞ Sobriety is a must. Cashier skills, no personal issues. Professional.
- ☞ Social and marketing
- ☞ Accounting
- ☞ Social skill
- ☞ Social, Responsible, Punctual, Flexible"
- ☞ State licensing soon after school. Very expense to start then discipline to run their business
- ☞ Staying on top of technologist, SEO social media and going towards technology
- ☞ Teamwork, hospitality, customers
- ☞ Tech and people skills. Patience.
- ☞ Technical and mechanical skills. Ski school instructors. Ski instructors a dying breed. Line cooks Good attitude is critical. Flexibility in scheduling as most staff has more than one job is a big challenge.
- ☞ Technology and ca certifications required for many positions. They find the skill set for blue collar but the tests and certs are out of their scope.
- ☞ Timeliness, professional, cleanliness, grammar skills, passion for products and enthusiasm for area.
- ☞ Trade - extra qualified
- ☞ Trade skills, lift ops, mechanics, need to have skills and professionalism
- ☞ Upping skin care line to stay relevant. Adding body treatments. Schedule and allowing less time to cancel to keep business. Changes with the times.
- ☞ We are willing to train
- ☞ We care, we're local and good customer skills, plus technical skills for line workers.
- ☞ "Web development skills, Account management skills, General computer skills, Entry level skills "
- ☞ "Well-equipped
- ☞ Well-spoken and cheerful in the phone. Need someone coachable, reliable, shows up.
- ☞ We're taking on a lot more infrastructure and maintenance. Looking for maintenance talent. Possibility of growth. If someone leaves don't replace.
- ☞ Will always need people to Work with computers. Struggle to find qualified maintenance staff. They all get hired by contractors/developments paying more. Always need seasonal employees.
- ☞ Will need managers to expand into other Vail resorts.
- ☞ Willingness to work.
- ☞ Work ethic customer service and friendly stable people
- ☞ Work ethic, trainable, attitude,
- ☞ Work ethic, training, show up, customer service training

Survey Question: How Important Is Internet and/or Wireless Connectivity to Your Business?

How Important Is Internet and/or Wireless Connectivity to Your Business?			Day 1 – June 8	Day 2 – June 9	Day 3 – June 10	Totals
Very Important (87%)	88	59	17		164	
Somewhat (8%)	10	5	1		16	
Not Important (5%)	6	3	0		9	

Internet and/or Wireless Connectivity Importance Graphic

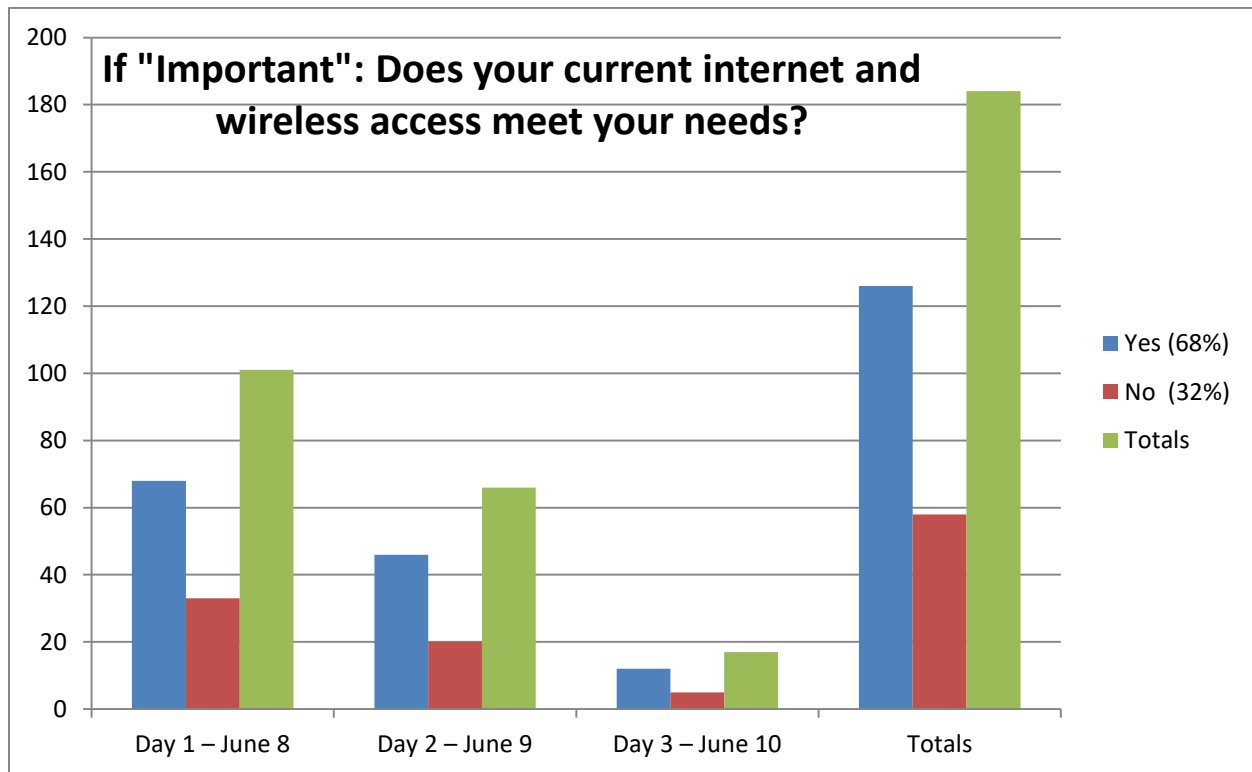
How important is Internet and/or Wireless connectivity to your business?



Survey Question: If "Important"- Does Your Current Internet & Wireless Access Meet Your Needs?

If "Important": Does your current internet and wireless access meet your needs?	Day 1 – June 8	Day 2 – June 9	Day 3 – June 10	Totals
Yes (68%)	68	46	12	126
No (32%)	33	20	5	58
Totals	101	66	17	184

“Does Your Current Internet and Wireless Access Meet Your Needs?” - Graphic



Survey Question: What Systems, Tools, Resources or Infrastructure Would Enable You to Grow or Maintain Your Business in The Next 3-5 Years?

What systems, tools, resources or infrastructure would enable you to grow or maintain your business in the next 3-5 years?
✓ 40 years in business, no growth plans, likes small residential projects. ✓ A larger social media presence. It's important because people are coming in with 3-4 devices and needs to work on his social media. ✓ A project manager to expand capacity, last key person needed, 7-8 months has been advertising with no luck, lots of welder resumes, but lots of no shows, etc. ✓ Ability to add physical infrastructure, office space, IT, internet capacity, land ✓ Adding schools will improve business ✓ Advertising will help with growth. Wants to expand the business. ✓ Affordable housing ✓ Affordable housing for workforce. Transportation. More community events. Better lodging ✓ Affordable housing on many levels is needed - from apt rentals to 3bdrm single family homes. Creating smaller lots for small homes, co-housing opportunities. ✓ Affordable housing, better Internet, public transportation, less road construction or improved coordination on projects ✓ Affordable housing. Airbnb is hurting Squaw's ability to find housing. ✓ Airbnb issue, no rentals. ✓ Another register in the back, tech-needs, ✓ AV systems. IT upgrades (computers) ✓ Better broadband better connectivity access to computers for some employees ✓ Better employee housing. They have found people who already live here. Impossible to bring new people in ✓ Better faster POS and rental systems to be faster and provide better service. ✓ Better Internet and cell service ✓ Better internet. Some areas greatly underserved. More technicians and management needed. ✓ Better social media, increased visitors, with better lodging opportunities and employees who don't need to work 3 jobs to make ends meet. College age and (20-30) year olds are here, but housing isn't available. ✓ Bigger space/office. Online booking. ✓ Bookkeeping, accounting ✓ Build a solid local clientele to support business during off season ✓ Campus. Building. ✓ Clean up the town "spit shine" the community ✓ Community driven so volunteer events are crucial. They have volunteers programs they pay their staff for. ✓ Construction is a problem. ✓ Customer service skills especially how to help when animal is sick. Teach some of those soft skills on job, need to be a sensitive person (same as question 8) ✓ Dependent on weather, river runs and snow is good for business. Last year was worst ever. This year better, but not record year. Rafting helps they do 1000 lunches, no rafting is 100 lunches. Keep it snowing. Summer business depends on river running which needs snowmelt. Tahoe iconic is what sells. Local focused - keep menu simple, prices, and good service. ✓ Developing a custom operating system for the company. More physical space. Need for investors to support business incubation efforts ✓ Difficult to find employees on north shore than south shore ✓ Digital, be ahead of the curve. Customer engagement w/mobile ✓ Diversify our business so not reliant on weather, more employees to grow business,. Current employees are overworked and underpaid. ✓ Electronic records. ✓ Employee housing ✓ Employee housing! At least for the Resort....so it would open up housing for others. Put a cap in place for those people renting on their own or control it better. ✓ Employee housing. Bringing in J 1 employees. Resort marketing and promotion. Village events are critical in summer. ✓ Easement in back of building to go through. ✓ Expand into CVS, bakery, florist, better lodging (upscale) ✓ Expanding word ✓ Faster internet and cloud based services. Reliability must get better. Cell service could improve too. ✓ Fiber optics ✓ Finding clients. Clients with money. ✓ Finish the road construction ✓ Front desk business computer customer marketing

- ✓ Get in contact with culinary schools. Find seasonal employees.
- ✓ GIS and management of facilities and internet. Technology
- ✓ Good base now. Upgrades later.
- ✓ Good economy and good weather, transportation issues with J1 employees, more year round employees and more business in off season. We only hire J1s who have housing
- ✓ Good roads and access from South Shore (Emerald Bay not closed due to avalanche risk)
- ✓ Grow for the youth. Having a bigger youth facility would be nice and something she will be looking into. More space
- ✓ Hard to find good retail space in Incline.
- ✓ Having better access to public beaches. Only does private HOAs and businesses. Isn't supposed to go to PUD property and deliver product.
- ✓ Hired a tech guy
- ✓ Housing
- ✓ Housing #1
- ✓ Housing affordable housing
- ✓ Housing and transportation
- ✓ Housing for employees and parking here at Northstar for guests. Expansion
- ✓ "Housing prevents hired staff from keeping employment longer term
- ✓ Allowing Latino population to work without the hassle of e-verify
- ✓ Housing the most important
- ✓ Housing, competitive wages, a lot of young people are here for a season or two but then they leave
- ✓ housing, continued online
- ✓ Housing, transportation for year round people would improve the situation. Kings beach bus goes one per hour - shorter service times needed to get employees to and from work. Resort marketing is critical.
- ✓ HR department does a great job, employee exchange
- ✓ Housing would be beneficial, transportation from Reno
- ✓ In the process of management company turnover. More ADA's, parking space to make it more accessible for their guests. ADA compliant. Provide everything to make guests happy
- ✓ Increase tourism
- ✓ Increase workforce
- ✓ Increased access to the vendors they available, increased transportation access
- ✓ Industry is going keyless. But this business is staying with the traditional technology
- ✓ Job outreach something to bring people to Tahoe
- ✓ Job posting boards. Online boards. Needs local talent
- ✓ Just housing support. Allow second units. !!!
- ✓ Keep core employees happy. Need reservation agents who want to stay - revolving doors; most aren't looking for a career in these low level positions. Not a lot of people who have lodging/tourism careers. They are here to ski. Higher level management should be talking about career growth and year round jobs in their recruiting. Changing perception from a far that there are career here/hard working people. Managers should have one on ones - talk about growth. Housing! Places people can afford to buy to stay and pursue a career. Employee housing needs to be improved. H2b program back to the way it was. Transportation - people without cars can't work the 3 to 11 shift. Amnesty program to legalize people so they can work/contribute.
- ✓ Lack of affordable housing that is close effects employees and customers. Desires business and building expansion however are maxed out at current location.
- ✓ "Lack of standards within tire business
- ✓ Laws rules not unforced by law enforcement
- ✓ Learn from customers and make adjustments as necessary
- ✓ Life is pretty good.
- ✓ Local bilingual employees. Community service and engagement.
- ✓ Local job posting site for the area. Assistance with recruitment and retention.
- ✓ Local website for jobs, better with network
- ✓ Location. Keeping up with credit card systems and security (uses clover machine)
- ✓ Long term housing, affordable, stable, better public transportation. Incentives for people to provide long term rentals.
- ✓ Lots of empty buildings. Limited restaurants, including healthy, vegan and vegetarian options. Lacks of shopping options, forced to go to Reno for shoes, clothing, etc. expensive child care and availability of day care.
- ✓ Low income housing, rentals, amenities in downtown (rec. Swimming pools, tennis), bike racks
- ✓ Low income housing, workforce housing
- ✓ Marketing
- ✓ Marketing assistance
- ✓ Marketing, resort events, online store
- ✓ Money always improves everything. Cash flow
- ✓ More accessible housing for workforce, more awareness by local agencies of challenges local business faces and creation of procurement

- ✓ policies that recognize same.
- ✓ More admin, Customer service skills, event management, human resources skills, better transportation, internet, cell coverage, water access and parks,
- ✓ More affordable housing, small biz owners can't pay enough for living here
- ✓ More affordable living
- ✓ More bodies. More foot traffic
- ✓ More business year round, more advertising etc. doing a lot of parties now.
- ✓ More companies coming to Tahoe area specific
- ✓ More education and training at local colleges
- ✓ More festivals, local nights
- ✓ More foot traffic, improved and new lodging
- ✓ More hotel rooms in Tahoe city or nearby
- ✓ More online presence. Use platforms home buyers use to the businesses advantage.
- ✓ More parking,
- ✓ More service industry and trade businesses.
- ✓ More space inside for customers
- ✓ More technology, having the training to teach the staff how to use it.
- ✓ More training courses locally for specific water certifications. Closest is a community college in Davis area.
- ✓ Need a bike rack. Joint marketing. Public place to post offers.
- ✓ Need affordable housing for workers. He lived in camper last year. Workers who show up on time and have strong work ethic.
- ✓ Need to get more into the social media-sphere. Have a better search engine optimization.
- ✓ Need to grow on line business
- ✓ Need to have faster access on computers
- ✓ New operating systems and upgrades. Needs affordable housing. Need for low cost transportation/shuttle to bring employees from Truckee and Reno
- ✓ New software, computers not a problem
- ✓ No construction. Locally based job fair, open houses
- ✓ No growth plans, just maintain it. Community growth, change with times and let Tahoe thrive. Let Squaw grow. Placer County needs to let redevelopment happen at Hendrickson building. Stop fighting progress.
- ✓ No internet business.
- ✓ No more cell phone. More tourists. Improved lodging. Affordable housing
- ✓ No road construction , affordable housing
- ✓ No. Could use Good roads to move boats from storage. Good people. Draw mainly from incline, Martis Camp and Truckee. May be slight expansion. Master plan to move everything in a harbor. Latorial drift of the sand plan to fix they could never meet demand. Like to expand 10-12 boats.
- ✓ None, doesn't know
- ✓ None. Seasonal
- ✓ Not planning to grow
- ✓ Not really
- ✓ Not sure. Pretty solid
- ✓ Nothing comes to mind
- ✓ Online design work
- ✓ Only obstacle is equipment storage space
- ✓ Other biz opportunities
- ✓ Outlaw drugs and medical marijuana. Need improved work ethics. Entitlement issues. Lack of affordable housing and assistance for low income people or families.
- ✓ Parking with lake access. Need more.
- ✓ Products - making good decisions for buy-in. Have right inventory, friendly staff
- ✓ Property management is where we're going. Probably no new employees.
- ✓ Put Lake Tahoe on the map. No one knows we are here outside of the state. A lot of international people (Europeans etc.) don't know what Lake Tahoe is. More international awareness and marketing
- ✓ Resources are here, delighted to see that the community recognizes the problem of keeping a workforce. Cost of living is high as well as finding a place to live is difficult
- ✓ Roads construction slowing business
- ✓ Robotics, customer service training.
- ✓ Same skill set needed in future.
- ✓ Computers help to look up parts
- ✓ Space. Could expand with more retail space. Bike repair demand exceeds ability to complete due to limited retail space.
- ✓ Squaw helps with training, would like them to set up employee breakroom, even housing

- ✓ Still being open to the online bookings that keep opening up, updated software product, if you aren't savvy with the updated technology, you won't succeed.
- ✓ Stop doing road construction. Schedule of those projects isn't working. Schedule screws up their business growth because can't be open on Saturdays for example.
- ✓ Stop the party. Quit drinking. Labor force is lazy.
- ✓ Success factors every day- entire hiring process.
- ✓ Technology is key. Purchasing is done online
- ✓ Technology.
- ✓ The minimum wage increase is going to kill the business. Amount of money spent towards taxes decreases amount of money they can give independent contractors. Rates will increase.
- ✓ They are good
- ✓ They do a lot of advertising.
- ✓ Training courses for cooking and other educational topics such as customer service training. Has not looked at expanded space but confined in winter with existing space
- ✓ Transportation is a challenge, Challenges with transportation at night
- ✓ Transportation, concerned with wye work. Better internet
- ✓ Wages being competitive helps.
- ✓ Wants to grow space and constrained in current location
- ✓ We need Internet
- ✓ We need TRPA to move faster. The nature of business needs to expand.
- ✓ Web dev skills need to evolve as product offerings increase.
- ✓ Staying ahead of trends
- ✓ Wedding venues open to caterers
- ✓ Wi-Fi
- ✓ Within Vail -
- ✓ Would like to see communication and cooperation between seasonal industries for job sharing. Bus stop close to our location. Reliable bus service.
- ✓ Year round free shuttles. Housing. Night rider is good. No events happening in Tahoe City.

Survey Question: Anything Else to Add?

Anything else to add?

- 👤 Educating business owners about these issues is critical. They may not be aware of the problems with lack of affordable housing, low wages.
- 👤 Housing and compensation. Transportation is an issue.
- 👤 Marketing department could do more to reach families in the shoulder season
- 👤 Starbucks provides Wi-Fi in the village.
- 👤 Not perfect though & sometimes we have phone issues, phones don't work. We stopped participating in job fairs, young people do most online
- 👤 Employee insufficient wages, multiple jobs, no benefits - no incentives,
- 👤 Cellular is an issue here, guests phones don't get texts etc. so they miss reservations . Wifi is ok here
- 👤 Wi-Fi on and off
- 👤 Added comments after submitted first survey
- 👤 So slow here. Community education regarding big business is lacking. Big business brings a lot to local community . We are a positive impact.
- 👤 Slow, Cable/hi speed would be helpful
- 👤 No too slow, cuts out
- 👤 Lack of housing
- 👤 Need access to affordable rental housing for year round staff.
- 👤 No web site. Needs one. Internet important. Wireless not.
- 👤 Challenge: people able to purchase online. Competition from Reno. Competition from online companies.
- 👤 Bad cell coverage
- 👤 Changed providers recently
- 👤 Still goes down often
- 👤 Shopping center not advertised
- 👤 Signage restrictions prevent more business.
- 👤 Goes in and out
- 👤 Bad cell phones
- 👤 Need housing
- 👤 Better Wi-Fi
- 👤 Pyramid.net hard wired
- 👤 Fiber optics
- 👤 Lodging/restaurant/bar
- 👤 Internet has improved, but could be more: ATT
- 👤 HR and staff training workshops
- 👤 Needs more workforce housing
- 👤 Bus service every 30 minutes and parking lots so people can use the bus"
- 👤 Employee Housing is critical. Gas prices out of line. Transportation is good they get free bus passes. Evening bus service needs to be expanded for shift employees working nights. Need later night service for employees and guests.
- 👤 AT&T always goes down to Wi-Fi customers. Impossible to find somewhere to rent so no one to hire. Air B&B causing housing issues
- 👤 Need other internet options
- 👤 Not enough bandwidth and inconsistent coverage,
- 👤 Internet speed not good at beach locations.
- 👤 Need to get comfortable with internet capability.
- 👤 Lost connections to internet
- 👤 Rent high in Incline
- 👤 Pay scale low / cost high.
- 👤 Internet wiring bad.
- 👤 Infrastructure improvement needed due to too many people.
- 👤 Complained about too many people leaving trash 4th of July
- 👤 People in basin have a lot to offer. There's welcoming culture in basin. Friendly place.
- 👤 Local banks were unwilling to work with business (loans). Had to go to Reno for \$.
- 👤 Internet 90 percent up
- 👤 Development in Reno is a huge threat to us. Cheaper to live. We will have to pay more to get people to work here and then trickle down to higher lodging rates, cost to ski will increase etc. Would be good to better control airbnb or at least get the TOT; not be in certain neighborhoods.
- 👤 Transportation is limiting. Can't have someone who works past 5 who lives in Truckee. Free transportation and more service is needed.
- 👤 Need better signage to find business.
- 👤 Housing issues. Find a candidate and lose them because they cannot find permanent housing
- 👤 Busy in summer because summer is busy season
- 👤 Have a private server

- ☞ Wants community effort for job fair. Create a larger message and start a campaign to let people know what our region has to offer. Expand effort to the east and upper Midwest.
- ☞ Uses iPads for business to connectivity is vital. Every employee is a cashier.
- ☞ Rafting=good business
- ☞ Work ethics, education
- ☞ Nope, had same employees for 12 years
- ☞ Had general discussion of the nature of J1 workers (although this business does not use any)
- ☞ Excited about Elevate Blue contributing to the community and diversifying its economy
- ☞ The internet provider just now meets our needs. POS system runs on Internet
- ☞ Responsible for rewards programs for fandango.
- ☞ Need more bandwidth
- ☞ Housing costs in incline is steep
- ☞ More affordable in Reno.
- ☞ Construction delays are a nuisance.
- ☞ People need interview skills. Resume writing skills.
- ☞ Hotel pays for independent circuits to ensure Internet access.
- ☞ Could be faster
- ☞ Yes....BUT we can't have internet go down and it has happened a few times this year.
- ☞ Our POS system runs on Internet wireless connectivity
- ☞ Landlords in area are raising rents and housing is unaffordable Keck of housing inventory Service jobs cannot afford housing n area one person's rent was raised 400 dollars when lease was up business pays 12 hour to start with 13 after 2 weeks plus tips Business pays well fit service industry to keep good staff
- ☞ Some connectivity challenges
- ☞ Internet is adequate
- ☞ Viable workforce that lives here, not good to have them living in Reno.
- ☞ Additional comment after submitted survey: lack of affordable housing is a big issue. Workers can't find housing locally.
- ☞ Went wireless and she would not recommend it. Internet goes down. Hours to get credit card to work. Hard to get seasonal employees and they can't keep people busy all year.
- ☞ Ski areas are paying \$15 hr - hard to compete
- ☞ Charter has been hard to work with, not consistent. Would like to see systems automated, now everything is done on paper
- ☞ Connect with community. Skills are important. Language barriers. Honesty and building with relationships.
- ☞ About to switch internet providers. Housing issues causing hiring to be difficult.
- ☞ Always dropping. Internet sucks. Better connectivity. Moving in the right direction.
- ☞ Can't afford to upgrade the Wi-Fi. To expensive to reconfigure the Wi-Fi set up.
- ☞ Fiber is getting better, but not great. The lodge is low-key. Biggest area to help business is a pool of quality, reliable employees. If you are good to your employees the core will be there and positive attracts positive. Leaving to start their own businesses is the best compliment.
- ☞ Wi-Fi and internet reliability inconsistent. Seasonal area is a challenge with peaks and valleys of economic cycles. Housing is over-priced based on wages. Rental housing is limited.
- ☞ Infrastructure in crystal bay and other areas have terrible coverage. Way too slow. We have silicon valley moving here and we need to keep up. Charter has the only decent coverage. Other networks crash when all of the tourism comes in. Developers struggle to build workforce housing. Needs to have the counties and factions working together. And trpa restrictions on in-law quarters creates a big roadblock to space that is already here. Maybe build smaller units or find a way to make it affordable.
- ☞ Housing is the issue. Airbnb. Landlords issue. Housing in 2003, no issues, all hiring signs in town.
- ☞ Housing crisis.
- ☞ Word of mouth is how I find new employees. Accounting employees are difficult to find.
- ☞ Upgrading to charter.
- ☞ Losing all local population, need more long term rental.
- ☞ Lost lakefront and long term rentals, but doing okay because of established business.
- ☞ Employee housing! Keep it snowing. housing
- ☞ Everything is paperless, phone lines go out a lot. Lot of visitor emergencies with traveling animals.
- ☞ Wireless only 75% of time. We need affordable housing!!!
- ☞ AT&T DSL and cell is terrible, needs internet. Owner retiring soon, not sure he'll sell business or just close shop. Business is busy now because economy thriving again. Word of mouth and good work is how he gets business.
- ☞ Signal drops too often and is spotty. Wireless is ok, but not great. Busy weekends cause it to go down so does weather.
- ☞ All systems from top to bottom are important to the business. Wi-Fi program is slower than it should be. In general this property has been interesting to see it grow and evolve compared to the south lake site.
- ☞ No internet at farm shop.
- ☞ Want people to get here!
- ☞ Rent, hard find housing, wages not in line with housing

- 👉 AT&T isn't fast enough, costs \$15,000 to bring fiber optics in. Phones don't always connect. Agents have a tough time finding connection in certain spots on the lake.
- 👉 Hard to connect to internet on beach. Very poor service
- 👉 Increase bandwidth. Available for input and comments anytime.
- 👉 Internet is 100% of the business. Does have trouble with broadband. Huge issue if internet goes down.
- 👉 AT&T not great, cell service is poor, internet is ok.
- 👉 Can't get charter.
- 👉 Online booking new to the company this year. Bookings have gone up since enabling online booking. Wifi on the boat for credit card machine.
- 👉 Biz owners burnt out, working too much!
- 👉 If not addressed, major issues. Employers unpaid. Need to do things different.
- 👉 Ability to find workforce. I even pay health insurance.
- 👉 I use Internet to tell customers when we open. I recruit by word of mouth.
- 👉 Temp employment firm
- 👉 Housing vs wage dilemma
- 👉 Charter works well. We use it for voice and Internet. Hispanic workers at 7-11 make it hard to compete with employees getting benefits.
- 👉 Not planning expansion, 10 employees and stable. Internet could be better. Could see creating a high tech center where you could send presentations.
- 👉 Housing for workforce should be in town centers
- 👉 Uses internet to expand business advertising through social media. The hardest part about finding workforce is housing. Impossible to find people who live here, very challenging.
- 👉 Finding good workers (strong work ethic). Lots of friends who moved to Reno to work.
- 👉 Integrated own set of tools to better serve customers. Like charter going down. Isp doing fine today. Charter done a great job.
- 👉 Can't build homes without internet today. Charter is good - could be faster but is very good, needs to triple in speed plus handle other devices to keep pace.
- 👉 AT&T needs competition that would help because they are bound to them. Housing affordability is the biggest issue.
- 👉 Typical Tahoe worker issues of short termers, no shows, etc. looking for long termers. Wireless is spotty though, cable is ok. Great place to live, work and play. Moved here 20 years ago to create a business with long term jobs.
- 👉 Service is patchy in areas like Crystal Bay. We have Silicon Valley moving to the area and we need to keep up with our infrastructure. Tarp regulations on the In law quarters are causing obstacles in renting out space that already exists. The counties need to work together and with developers. Maybe build smaller units that are more affordable.
- 👉 No Wi-Fi - would like it. We need more workers. Very high turnover, expensive to live, can't find housing.
- 👉 More community spirit!!!
- 👉 Wi-Fi goes out sometimes but its ok
- 👉 Attract better paying jobs. Could do if we could attract more tech jobs but can't because internet is not adequate. Turn space next to pete and peters for hostel. Events that are community building components.
- 👉 Extremely limited, squaw needs to house J1's to open up housing. Build more affordable housing. It needs to happen for the businesses to become successful.
- 👉 But the line outside his building is the last spot for service. Zoning is a challenge - more commercial zoning is needed. He wants to go up a second story for office space, but was told not permissible. Can't rebuild if a fire happened either.
- 👉 Loyalty of employees is important. More computer skills would help the business. But likes the current status. Internet just improved recently.
- 👉 Had to buy the internet access, recently hiring is that there are no affordable places to live, workers asking for higher wages, no local applicants,
- 👉 Nice community beautification in Tahoe City. Would love to get on solar. No PUD with a solar contract. Would like the opportunity.
- 👉 Housing is a MAJOR concern. Workforce housing. Legal in law units with reduced or waiver of connection fees for long term rental. Mitigation fees.
- 👉 Building contractors are taking advantage of conditions will low wage non English speaking workers.. Internet is life blood. Housing is number one! Skill level has gone down!
- 👉 Everything is great
- 👉 Access for employees for the internet could be. Challenge. Improve business access to area and attract employees because we had to go to Truckee instead of being here-regulatory environment
- 👉 Wireless internet meets her needs but does not get cell phone service just like everyone else in the Tahoe Vista area. Seeing performers and students from Reno, Southlake and Truckee that want to move closer to the studio but can't find housing
- 👉 Changed to charter recently.
- 👉 No place for people to live or rent!
- 👉 Internet is spotty would like to see upgrade.
- 👉 Better housing for employees. Off season push for locals to shop locally.
- 👉 Happy with the current state of business in area
- 👉 Garbage clean up. Too much trash. Unlicensed food vendors in area needs to stop. Better code enforcement.
- 👉 Adequate speed from Charter. In new industries, it is very important. Mobile technology is very important. Employees are either living out of the area or in substandard housing due to lack of affordable housing.

- ☞ Cost of housing and availability. Restriction on airbnb.
- ☞ Thinks internet is slow here. Servers in auburn are slow
- ☞ The rent is going up as well as minimum wage increases cost of living and taxes.
- ☞ The new management company is Granlibakken. Guests complain about there being no sidewalks along the road
- ☞ Needs internet for meetings. Customers need good internet so they can conduct their own business.
- ☞ Internet as important as utilities charter has need. People with special skills don't really apply here just good people. Always afraid of disaster like fire. Learn to survive winters like without snow. Infrastructure is biggest challenges. Brckenridge has bike trails here not good signage. Beautiful pier and can't use. D from NTPUD said if we get support can get dredging Can see beautiful floating piers on Cabo. Safe bike trails not safe on highway. Bike trail from park to Tahoe City has already taken 28 years. Pier becomes a magnet that's what we need. Need attractions like biking and pier. He can sell rooms but need pier extend and make floating. Already have made big investment. Need big agencies to help with infrastructure. Have 30% returning business. More if spend on infrastructure
- ☞ Next to the view and the beach, Wi-Fi is the most important. Faces the same issues as every other business in Tahoe. Seasonal makes it hard to find full time employees.
- ☞ Housing is a huge issue. No affordable housing. They should change in-law unit codes so you can rent out space. Own son had to move due to cost of housing. No housing for younger singles and young families. All move to Reno. Changing codes could be an easier fix. Lots of extra space that could be rented but they can't add a kitchen and rent it out.
- ☞ Training is huge. Local pool of candidates w/ access to some education. Colleges offer ski related courses & something like that would be great.
- ☞ Biggest obstacle in north Tahoe is government. Lack of investment.
- ☞ Expensive Wi-Fi.
- ☞ Workforce has changed, field personal and cleaning crews, but people want to work and finding the right person for the job is key.
- ☞ Only gets services in certain spots while on deliveries and has cost them business in the past. Housing is a joke, it's impossible to find a place to live. Locals have been kicked out after 5-10 years after renting cabins.
- ☞ Seasonal job, finding employees early is better. Hard to maintain employees because they can't provide year round work for everyone.
- ☞ Charter is good for internet. Will become more important over the years. Would like employees to work with tablets. Cellular is not good at the office - has to go outside to make calls. Close to 800 accounts which means more sales people in addition to service and repair people

Businesses Surveyed by Date, Type of Business, Location

Wednesday June 8, 2016

Alpine Power	Automotive	Tahoe City
Transam Gas Station	Automotive	Kings Beach
Plumas Bank	Bank	Kings Beach
Fiberglass Specialties	Building services, body shop for boats	Tahoe Vista
Tahoe Tech	Computer tech	Tahoe Vista
Corta Construction	Construction/Trade	Tahoe City
Truckee Tahoe Lumber	Construction/Trade	Tahoe City
Fritsch Construction	Construction/Trade	Tahoe City
RAC	Construction/Trade	Tahoe City
Ace Hardware/Tahoe City Lumber	Construction/Trade	Tahoe City
Joels Welding And Fabrication	Construction/Trade	Tahoe Vista
Hunter Metal Forge And Iron Works	Construction/Trade	Kings Beach
Tahoe Expedition Company	Education	Tahoe Vista
Tahoe Flow Arts Studio	Entertainment/performance and education	Tahoe Vista
Placer County DPWF	Government	Tahoe Vista
Safeway	Grocery	Tahoe City
Lighthouse SPA	Health & Wellness	Tahoe City
A Sante Lakeside Fitness	Health & Wellness	Tahoe City
Crossfit Avalanche	Health & Wellness	Tahoe Vista
Stay Gold Fitness	Health & Wellness	Kings Beach
Well Being	Health & Wellness	Kings Beach
North Lake Massage & Skin Care	Health & Wellness	Tahoe Vista
Kings Beach Massage And Spa	Health & Wellness	Kings Beach
TVR	Lodging	Squaw/Alpine
River Ranch	Lodging	Tahoe City
Americas Best Value Inn	Lodging	Tahoe City
Tahoe Basecamp Hotel	Lodging	Tahoe City
Franciscan Lakeside Lodge	Lodging	Tahoe Vista
??	Lodging	Tahoe Vista
Coldwell Banker Select	Lodging	Kings Beach
Fire Lite Lodge	Lodging	Tahoe Vista
Tahoe Vistana Inn	Lodging	Tahoe Vista
Tahoe Sands Resort	Lodging	Tahoe Vista
Mourelatos Lakeshore Resort,		
Cable Car Ice Cream	Lodging	Tahoe Vista
Tahoe Tree Company	Nursery	Tahoe City
Tahoe Food Hub	Produce Distribution	Squaw/Alpine
McClintock Accountancy	Professional Services	Tahoe City
ID 3	Professional Services	Tahoe City

Oliver Real Estate	Professional Services	Tahoe City
Barifot	Professional Services	Tahoe City
Tahoe City PUD	Professional Services	Tahoe City
??	Professional Services	Tahoe City
Wmc, Inc	Professional Services	Tahoe City
The Balcony	Professional Services	Tahoe City
Plumas Bank	Professional Services	Tahoe City
Bank Of America	Professional Services	Tahoe City
CPA Office	Professional Services	Carnelian Bay
Frank Mooney CPA	Professional Services	Kings Beach
Transformation Salon	Professional Services	Tahoe Vista
West Lake Properties	Real Estate	Tahoe City
Coldwell Banker	Real Estate	Tahoe City
Wells & Bennett Realtors	Real Estate	Tahoe City
Coldwell Banker	Real Estate	Tahoe Vista
Century 21	Real Estate	Carnelian Bay
Sierra Sotheby's	Real Estate Broker	Tahoe City
Tahoe City Marina Boat Rental	Recreation	Tahoe City
Gate Keepers Museum	Recreation	Tahoe City
Best Shore Paddle	Recreation	Tahoe City
Magic Carpet Golf	Recreation	Carnelian Bay
Kings Beach Mini Golf	Recreation	Kings Beach
North Tahoe Marina & Martis Camp	Recreation	Tahoe Vista
Tahoe Paddle Ore	Recreation	Kings Beach
Hausermann Rental	Rental	Tahoe City
Jake's	Restaurant, Bars & Nightlife	Tahoe City
As You Wish	Restaurant, Bars & Nightlife	Tahoe City
Blue Agave	Restaurant, Bars & Nightlife	Tahoe City
North Tahoe Cruises / Tahoe Gal	Restaurant, Bars & Nightlife	Tahoe City
Dam Cafe	Restaurant, Bars & Nightlife	Tahoe City
Pete N Peters	Restaurant, Bars & Nightlife	Tahoe City
Dlish Catering	Restaurant, Bars & Nightlife	Tahoe City
Syds	Restaurant, Bars & Nightlife	Tahoe City
Steamers	Restaurant, Bars & Nightlife	Kings Beach
Java Hut	Restaurant, Bars & Nightlife	Kings Beach
Old Post Office Cafe	Restaurant, Bars & Nightlife	Carnelian Bay
Kings Cafe And Char Pit	Restaurant, Bars & Nightlife	Kings Beach
Swigards Hardware	Retail	Tahoe City
Trunk Show	Retail	Tahoe City
Tahoe Furniture Company	Retail	Tahoe City
Lather And Fizz	Retail	Tahoe City
Tahoe Marine Supply	Retail	Tahoe City
Pomins Hot Tubs	Retail	Tahoe City

Alpenglow	Retail	Tahoe City
Olympic Bike Shop	Retail	Tahoe City
Light Your Fire, Awning Biz/Summer	Retail	Tahoe City
Tahoe Daves	Retail	Tahoe City
The Store	Retail	Tahoe City
Shell	Retail	Tahoe City
Willards	Retail	Tahoe City
Geared For Games	Retail	Tahoe City
Tahoe Central Market	Retail	Kings Beach
Sierra Boat	Retail	Carnelian Bay
Sierra Crest Cabinets	Retail	Carnelian Bay
7 Eleven	Retail	Kings Beach
Tahoe Glass	Retail	Carnelian Bay
La Mexicana	Retail	Kings Beach
Rite Aid	Retail	Kings Beach
Chevron	Retail	Kings Beach
Tahoe Mart	Retail	Kings Beach
	Travel Wholesaler (small ship cruising experts)	
Adventuresmith Explorations		Tahoe City
Rockwood Tree Service	Tree removal service	Kings Beach
Liberty Utilities	Utility district	Tahoe Vista
Agate Bay Animal Hospital	Veterinarian	Tahoe Vista

Thursday June 9, 2016

Elevate Blue	Business incubator	Incline Village
Sierra Nevada College	College	Incline Village
Spitsen Lumber	Construction/Trade	Incline Village
Alpine Reality	Construction/Trade	Incline Village
Alpine Custom Design	Construction/Trade	Incline Village
Fandango	Entertainment	Incline Village
Tahoe Biltmore	Gaming	Incline Village
Crystal Bay Casino	Gaming	Incline Village
Wanderlust Yoga	Health & Wellness	Squaw/Alpine
New Moon Natural Foods	Health & Wellness	West Shore
Zoe Jane Salon	Health & Wellness	Incline Village
Sierra Internal Medicine	Health & Wellness	Incline Village
Bourgeois Interior Design	Home Design	Incline Village
Pepper Tree	Lodging	Tahoe City
The Village At Squaw Valley Lodging	Lodging	Squaw/Alpine
Red Wolf Lodge	Lodging	Squaw/Alpine
Plump Jack	Lodging	Squaw/Alpine

Sunnyside Restaurant And Lodge	Lodging	West Shore
Hyatt Regency Lake Tahoe	Lodging	Incline Village
Test Placer	Medical	West Shore
Incline Physical Therapy	Medical	Incline Village
Lab Corp	Medical	Incline Village
Executive Printers	Printing IVGID Hyatt business needs	Incline Village
Auerbach Engineering Corp.	Professional Services	Tahoe City
Hurst Tahoe Associates	Professional Services	West Shore
Pet Station	Professional Services	West Shore
Lake Tahoe Lock Shop	Professional Services	Incline Village
DSC	Professional Services	Incline Village
Coldwell Banker Real Estate	Professional Services	Incline Village
Umpqua Bank	Professional Services	Incline Village
Sierra Nevada Properties	Professional Services	Incline Village
Sierra Boat Co.	Recreation	Carnelian Bay
Squaw Ski Corp Human Resources	Recreation	Squaw/Alpine
Tahoe City Golf Course	Recreation	Tahoe City
Action Water Sports	Recreation	Incline Village
Homewood Mountain Resort	Recreation	Homewood
Fireside Pizza Co	Restaurant, Bars & Nightlife	Squaw/Alpine
Auld Dubliner	Restaurant, Bars & Nightlife	Squaw/Alpine
Soupa	Restaurant, Bars & Nightlife	Squaw/Alpine
Firesign Cafe	Restaurant, Bars & Nightlife	West Shore
??	Restaurant, Bars & Nightlife	Tahoe City
Tunnel Creek Café/Flume Trail Bikes	Restaurant, Bars & Nightlife	Incline Village
Mountain High Sandwich Co	Restaurant, Bars & Nightlife	Incline Village
Rookie Sports Bar And Grill	Restaurant, Bars & Nightlife	Incline Village
The Paddlewheel	Restaurant, Bars & Nightlife	Incline Village
The Food Hub	Retail	Squaw/Alpine
7-11	Retail	Squaw/Alpine
Patagonia & Squaw Dogs	Retail	Squaw/Alpine
Squaw Valley Outfitters	Retail	Squaw/Alpine
Kalifornia Jean Bar	Retail	Squaw/Alpine
Dorindas	Retail	Squaw/Alpine
West Shore Sports	Retail	West Shore
Easel And Wine	Retail	Incline Village
Handi Cleaners	Retail	Incline Village
Napa	Retail	Incline Village
Dress The Party	Retail	Incline Village
CZYZ Appliance	Retail	Incline Village
Postal Express	Retail	Incline Village
Incline Village Tire Dept	Retail	Incline Village
Village Interiors	Retail	Incline Village

Breathe, Forever Fox, Pinache (3)	Retail	Incline Village
The Potlatch Shop	Retail	Incline Village
Ace Hardware	Retail	Incline Village
Oak Ail	Retail	Incline Village
Tahoe Shoe Company	Retail	Tahoe City
Hemming & Jarrett	Retail	Tahoe City

Friday June 10, 2016

Tahoe Mountain Lodging	Lodging	Northstar
Granite Peak Management	Lodging	Northstar
Village Cinemas	Recreation	Northstar
Northstar California	Recreation	Northstar
Northstar Recruitment	Recreation/ Ski resort	Northstar
Petra	Restaurant, Bars & Nightlife	Northstar
Tavern	Restaurant, Bars & Nightlife	Northstar
Rubicon Pizza	Restaurant, Bars & Nightlife	Northstar
Starbucks	Restaurant, Bars & Nightlife	Northstar
Euro Snacks	Restaurant, Bars & Nightlife	Northstar
Earthly Delights	Restaurant, Bars & Nightlife	Northstar
Village Candle	Retail	Northstar
Simply Tahoe	Retail	Northstar
Icebreaker	Retail	Northstar
Mine Children Apparel	Retail	Northstar
North Face, Burton, Oakley, Patagonia, Ice Breaker - Spoke To		
Manager Hires For All These Stores	Retail	Northstar
Burton	Retail	Northstar