



Envision Tahoe Past Program Profile

Regional Economic Recovery and Resiliency Planning

Grantee & project lead	Tahoe Prosperity Center
Funder	U.S. Economic Development Administration
Project period	2021 - June 2022
Region served	Lake Tahoe Basin, California and Nevada
Research & planning partner	Integrated Communications Strategies, LLC

Objective

Develop a community-informed recovery and resiliency plan to strengthen and diversify the Tahoe Basin economy, addressing vulnerabilities associated with dependence on tourism, pandemic disruption, and workforce and housing challenges.

Executive summary

Through Envision Tahoe, Tahoe Prosperity Center brought together economic research, community perspectives, and regional leadership to establish a shared direction for economic recovery and long-term resilience. Supported by EDA funding, TPC and its consulting team produced three reports that progressed from understanding regional conditions to identifying community priorities and developing actionable strategies.

The initiative combined analysis of more than 20 economic and community indicators with stakeholder interviews, geographic focus groups, and a bilingual community survey that received nearly 1,800 responses. A Catalyst Committee of more than 35 regional stakeholders guided the work, bringing perspectives from businesses, public agencies, education, communities, jurisdictions, and the Washoe Tribe.

The resulting Envision Tahoe Prosperity Playbook, published in June 2022, provided a shared foundation for regional collaboration and began informing organizational planning, public discussions, and economic development priorities.

Key accomplishments

A shared regional evidence base. Analyzed more than 20 indicators using Census and American Community Survey data, labor statistics, school enrollment, economic modeling, and local real estate information.

Community voice in regional planning. Gathered nearly 1,800 survey responses through an English- and Spanish-language survey, supported by stakeholder interviews, focus groups, and outreach through regional partners.

Three completed planning reports. Produced the Tahoe Basin Baseline Report (fall 2021), Tahoe Community Report (March 2022), and Envision Tahoe Prosperity Playbook (June 2022).

Regional leadership engagement. Convened the Catalyst Committee and shared findings with local government bodies, business leadership groups, and elected officials and staff from local, state, and federal offices.

TPC role and partnerships

TPC served as grantee, project lead, and regional convener. It selected and coordinated the research consultant, established board oversight, organized stakeholder participation, supported community outreach, and connected findings to regional planning and implementation discussions. Integrated Communications Strategies, LLC supported research, analysis, planning, and report development. Regional organizations helped shape the work and extend its reach.

Early use and lasting value

The Playbook informed TPC's 2022 board retreat and Tahoe Economic Summit. Subsequent reporting described its incorporation into local chamber strategic plans and use by anchor employers, jurisdictions, colleges, and entrepreneurs. Findings also contributed to California regional planning and economic resilience discussions.

Envision Tahoe demonstrated TPC's capacity to manage a federally funded regional initiative, integrate research with community input, and bring partners together around shared economic priorities. Its documented results center on planning, engagement, and regional capacity; longer-term economic benefits were intended to emerge through implementation.

Reports and resources

[Tahoe Basin Baseline Report](#)

[Tahoe Community Report](#)

[Envision Tahoe Prosperity Playbook](#)

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