



north lake tahoe

Chamber | CVB | Resort Association

May 7, 2020

Dr. Aimee Sisson
Public Health Officer
Placer County

Dr. Sisson,

On behalf of the entire North Lake Tahoe business community, we want to express our appreciation for the outstanding work you and your team have done for Placer County during this COVID-19 crisis.

The non-COVID 19 health consequences are mounting in our community. We are seeing significant rises in mental health, domestic violence and suicide ideation. Harry Weiss from Tahoe Forest Health System recently reinforced the fact that food insecurity, job insecurity and housing insecurity are now categorized as “diseases” arising from the pandemic. These problems are real and should be taken into consideration when looking at the health benefits of reopening.

As you know, the vast majority of Eastern Placer County’s tax base and main revenue source is based on Tourism. Unfortunately, as a tourism-based economy, this crisis has had a devastating impact on every sector of our tourism economy. Massive business closures and workforce layoffs have created the perfect storm for pending disaster in the North Lake Tahoe region. Tourism produces over \$900 million dollars in annual visitor spend and economic impact for our community.

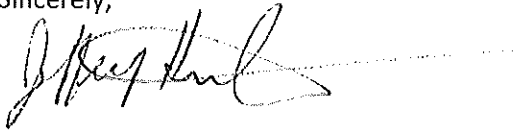
As this crisis enters its third month, the estimated economic impact losses are likely to exceed \$100 million. What’s more alarming are the expected losses the North Lake Tahoe region will suffer as we enter our peak season of summer travel (June - August). If we do not re-open tourism by June, many of our businesses will be forced into permanent closures. This scenario is alarming, and the impact will be felt throughout the County on all levels including tax contributions and funding of critical programs in Placer County. Some segments of lodging is ready to open, and we have a variety of additional ideas as to how some types of lodging will be easier and safer to reopen sooner.

The NLTRA is taking proactive steps to assist Placer County in the re-opening of businesses in our region. We developed a comprehensive reopening plan including proposed safety & health guidelines and protocols for our business community to implement. Those proposed guidelines are attached to this letter. We believe this approach will ensure that public health is priority one for our community, workforce and our visitors. The proposed guidelines were produced after we conducted a series of conference calls with business owners and stakeholders from every sector of our business community. Each session focused on identifying protocols for businesses to implement. We also integrated protocols from several industry associations that each of our business sectors participate in as members.

The NLTRA would like to respectfully request that these proposed **Business Reopening Guidelines for North Lake Tahoe** be included as an addendum to countywide guidelines and designated specifically for North Lake Tahoe businesses. The NLTRA is prepared to create and implement from the attached guidelines, a North Lake Tahoe business "Self-Certifying" health & safety toolkit program that would include an application process, training and certified sticker identification for each business. Our business community has much to lose if not adopting these guidelines, and their full participation in developing these attached guideline protocols with us reflects their commitment to ensuring North Lake Tahoe will uphold and implement the highest in health & safety standards for visitors, workforce and local community. _

We appreciate your time in reviewing this document and please know that we are ready to discuss at a moment's notice.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey Hentz", with a long horizontal flourish extending to the right.

Jeffrey Hentz
Chief Executive Officer