

## Lake Tahoe is an environmental 'Sanctuary'

With Billions in ongoing Federal funding and over 245 NGO's working to protect every aspect of the Tahoe watershed, active participation from residents, visitors and business is required to uphold these ongoing and expensive stewardship programs.

(Excerpts from North Lake Tahoe Resort Association/NLTRA to show alignment)

**NLTRA:** *"..The essential qualities of clean water, fresh air, scenic beauty, open space, abundant plant and animal life, and opportunities for public recreation are elements that attract residents and visitors to the region. Maintaining and enhancing these qualities and assuring access to them is of primary importance for our economic and environmental health and well-being..."*

## Residents live in the Sanctuary (destination)

Residents intentionally moved to a environmentally protected destination.

**NLTRA:** *"...It is the right and responsibility of all individuals and organizations in the North Lake Tahoe region to practice Environmental Stewardship (the careful and responsible management of something entrusted to one's care). Implementation of the Master Plan should be founded on leadership and advocacy in support of environmental stewardship, as a way to help ensure economic sustainability..."*

- 1) Locals are 'hosts' directly or indirectly, as they encounter visitors
- 2) The growing demand for lodging is greater than available commercial inventory of 546 rooms
- 4) Opportunity of STR to augment lodging with 'On-site' or 'On-call' Stewardship hosting
- 5) Washoe County Area Plan is considering re-zoning to accommodate lodging demand

## Sanctuary/Destination is the \$\$ Attraction

Preservation of the 'Attraction' is the economy. Prosperity = Water clarity

National Geographic Center Sustainable Destinations: 75% travelers believe we need to live in harmony with nature in order to survive. 40% would do more to if they knew what to do. 18% would pay a premium to access places they knew were being protected.

**NLTRA:** *"...We advocate and support environmentally-and economically-sustainable solutions for the traffic congestion issues that negatively impact our community. This includes promotion of pedestrian-oriented development patterns that reduce reliance on the automobile. It is recognized that a successful, sustainable tourism economy needs to be carefully planned, developed, and managed, as well as promoted..."*

1. Opportunity: Washoe County support a **Stewardship Hosting Standard Alliance**
2. Geotourism Host Program (BMP, Fire and Bear Safe, etc)
3. Sustain Tahoe lead an IVCB Field Team to interface between public, municipalities & STR hosts
4. Goal: elevate host and guest stewardship, ensuring a safer and more meaningful visits.

# Washoe County Objective

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Sustain or increase TOT funding/lodging demand in Incline Village Crystal Bay (IVCB) without:

- stressing neighborhoods (socially, environmentally and legally)
- displacing renters (less inventory, higher prices)
- further compromising our sensitive watershed (forest fires, wildlife damage, trash/pollution)

## CHALLENGE:

<u>Avail. Commercial lodging IVCB</u>	
Hyatt	422 rms
Biltmore/ Crystal Bay	100 rms
Parkside Hotel	32 rms
<u>Border House</u>	<u>10 rms</u>
<u>Commercial room total</u>	<u>564 rms</u>

Short Term Rental units est. 850 to 962 seasonally  
 Increased tourism to IVCB continues to exceeds available commercial lodging yet when vacation rentals lack 'on-site' hosting; noise, parking, capacity and fire issues have resulted (of 90 Structural Fires in last 6 yrs - 47% were STR)

# Opportunity

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Respectful Visitor Hosting is key to protecting Lake Tahoe, as visitors who become stewards will reduce negative impacts on all fronts. So leverage the desire of residents seeking to host visitors in their homes (STR/VHR) to *lead by example* in management practices that show visitors how we protect the forests, water, wildlife and air we all share. Proper and established management practices (stewardship) will influence visitors and help shift our tourism culture toward more respectful actions and levels of awareness.

## Stewardship Hosting Standard Alliance

Sustainable Tahoe can lead an alliance with: County, Fire Dept, Police, TRPA, Waste Not, IVGID, Chambers, Visitor Authority, Realtors, Property Mangers and USFS to co-create a Hosting Standard. One that requires home owners seeking to lodge visitors, to uphold established water, land, wildlife protections (BMP, Defensible Space, Bear Safe Trash) along with Geotourism hosting principles that will serve to elevate the host and guest experience.

# Sustainable Tahoe

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5. NV 501c3 non-profit , our mission is to *accelerate the adoption of Geotourism in the Tahoe watershed*
6. Defining Projects: Tahoe Stewardship Congress, (4)Tahoe Expo's, GIF: Geotourism Implementation Framework
7. Have working relationships with agencies/ groups/business committed to protecting Lake Tahoe via hosting



# Stewardship Hosting Standard

## Short Term Rental / Vacation Home Rental: License Application

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Home Owner

Property Address

APN#

phone

email

Reason for applying?

How long have you been providing short term rental lodging?

On-site (Geotourism trained) Host

Insurance Co

For visitors to understand the responsibility required for visiting, lodging and living in a National Treasure, each home owner, seeking to lodge visitors in their home for income, must have the following updated and signed off annually:

Compliance	Complete Date	signed	Print name
Defensible Space			
Fire Inspection			
BMP			
Bear Safe Trash Can			
Parking capacity			
Lodging Capacity			
Recycle			
On-site Host			
Insurance			
Neighborhood HOA / CCR			
Geotourism Host training			
Guest Packet			