

THE TAHOE MIND



2012 North Lake Tahoe-Truckee
Leadership Program

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Action Plan:

The Tahoe Mind is a project dedicated to helping diversify the North Lake Tahoe/Truckee economy. The Tahoe Mind utilizes the intellectual capital of the area to provide mentoring resources to entrepreneurs looking to develop and expand businesses in the Tahoe Region that are not solely tourist dependent. The Tahoe Mind is comprised of real people communicating virtually and in person with these entrepreneurs.

Primary Objective:

1. To create an objective that is executable given the timeframe and resources available.
2. Form a network of people who can be used to advise new business ventures in the Tahoe Region. (Finance, Legal, Real Estate, Marketing, Etc.)
3. Advocate the diversification of industries and economic features for both employers and potential employees in the region.

Resource List for starting/operating and continuing a business in the North Lake Tahoe-Truckee area:

- Town of Truckee
- Chamber of Commerce
- North Lake Tahoe Business Association
- Sierra Business Council
- North Lake Tahoe Resort Association
- Better Business Bureau www.reno.bbb.org
- SCORE Counselor's to America Small Business www.score-reno.org
- Northeastern California Small Business Development Center
- www.sierrasbdc.com
- Nevada County
- Placer County
- El Dorado County
- Tahoe City Downtown Association

Industry Survey Results:

Overview:

We chose an online survey method due to its accessibility and ease for users. We chose this method because the people we are targeting work full time and have several commitments. This was a convenient method for our target market. In addition, the online method assisted with compiling all the results. The electronic distribution of this survey stays true to our electronically themed final product.

Participants:

We surveyed current business owners, who have successfully started businesses in the North Lake Tahoe-Truckee region.

Location:

Online distribution through surveymonkey.com

Administration of Assessment:

We proposed open-ended and scaled questions that allowed for comments and feedback.

Results:

People started their businesses in the Tahoe region because of a desire to live here and its proximity to San Francisco and the Bay Area. The growing community, success of their business, and tourism has kept their businesses here. Sierra Business Council and the Truckee Donner Chamber of Commerce scored high in terms of helping people establish their business. Regulations and valuable employees are viewed as the biggest obstacles to business success. A group of entrepreneurs would be helpful in giving business startup advice. Dedicated and skilled employees are hard to find and manage. No concise web based material is available except Sierra economic development corp. Only 1 person out of 7 said that a website/facebook page offering advice would NOT be helpful to starting their business.

Conclusions:

Web based material for starting a business in the North Lake Tahoe Truckee area is in high demand. The ability to get local agencies on board as well as have open meetings is also highly valuable. Regulatory obstacles are the biggest hindrances in starting a business.

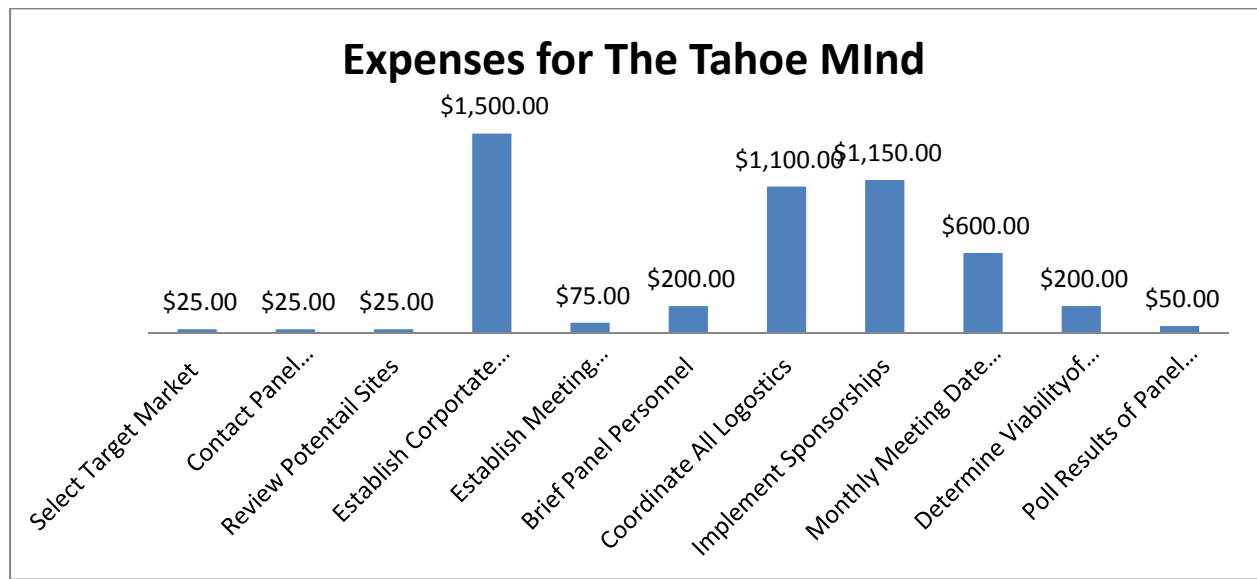
Media Marketing:

A multimedia page for “The Tahoe Mind” has been established through Facebook.com. This will allow direct links to companies within the community that provide support to startup businesses. In addition, business cards will be distributed to notify new and existing residents of the program.

Facebook page: <https://www.facebook.com/pages/The-Tahoe-Mind/129014913891215>

Project Budget:

The overall project budget directly correlates to the project schedule referenced on the next page. The expenses as outlined below start at the end of the leadership program to simulate starting The Tahoe Mind venture after the program. The costs represent what resources will be required to organize, establish, implement and conduct six monthly meetings while analyzing the result/feedback after 6 month of conducting business.



May - Jan 2012 Budget for The Tahoe Mind

(**BOLD** Numbers Represent Accounting Codes)

Select Target Marketing..... \$10 Copies **1000**
\$10 Cold-Calling Phone Calls **1500**
\$5 Meeting Supplies **2000 (Coffee, Paper, writing)**

Contact Panel Participants..... \$5 Meeting Supplies **2000**
\$20 Phone Calls **1500**

Review Potential Sites..... \$5 Phone Calls **1500**
\$20 Transportation Costs **2500**

Establish Corporate Meeting.....\$50 Copies **1000**
\$300 Transportation Costs **2500**
\$100 Meeting Supplies **2000**
\$1000 Site Rental **3000**
\$50 Projector **3500**

Establish Meeting Schedule.....\$5 Phone Calls **1500**
\$45 Input info on Facebook & Potential
Future Tahoe Mind Website **4000**
\$20 Miscellaneous **500**

Brief Panel Personnel..... \$200 Incentive Retainer Costs **6000**

Coordinate All Logistics.....\$5 E-Mail Blasts to Tahoe Mind Members **1500**
\$80 Fabricate Flyers **5500**
\$30 Fabricate Business Cards **5500**
\$1000 Company IPAD Purchases **7000**
\$15 Entrepreneurial Survey Questionnaire **1500**

Implement Sponsorships.....\$1000 Open Tahoe Mind Facility **7500**
\$150 Temp Staff **8000**

Monthly Meeting Schedule.....\$300 Temp Staff **8000**
\$300 Lawyer Retainer Fees

Determine Viability of the Tahoe Mind....\$150 Tabulates results Survey Questionnaire
\$50 Data mine results from Website and FB
comments

Project Schedule:

The project schedule attached provides details from the startup of the program after graduation from the Leadership Program to final review of results. We anticipate establishing and scheduling six meetings throughout the next seven months to truly test our target market and theories surrounding startup businesses in the region.

Please reference the attached sheet for specifics surrounding the research and corporate sponsor timeframe requirements in order to be successful.

Thank You:

The Tahoe Mind group would like to take this time and thank the following companies, organizations and individuals that were key components to our project.

- Linthicum Corp
- Bar of America
- Corda Construction
- The Paper Trail
- Sagan Design Group
- Integrated Environmental Restoration Services, Inc.
- Tahoe-made
- North Lake Tahoe Historical Society
- Lake Tahoe Tutoring
- Zenergy Massage
- Altman Consulting Engineers
- Coffee Connexion
- North Lake Tahoe Truckee Leadership Program

