



Philanthropic Support of the EIP

Amy Berry, Tahoe Fund CEO

EXHIBIT J - TAHOE
Document consists of 13 pages.
Entire exhibit provided.
Meeting Date: 11-30-15

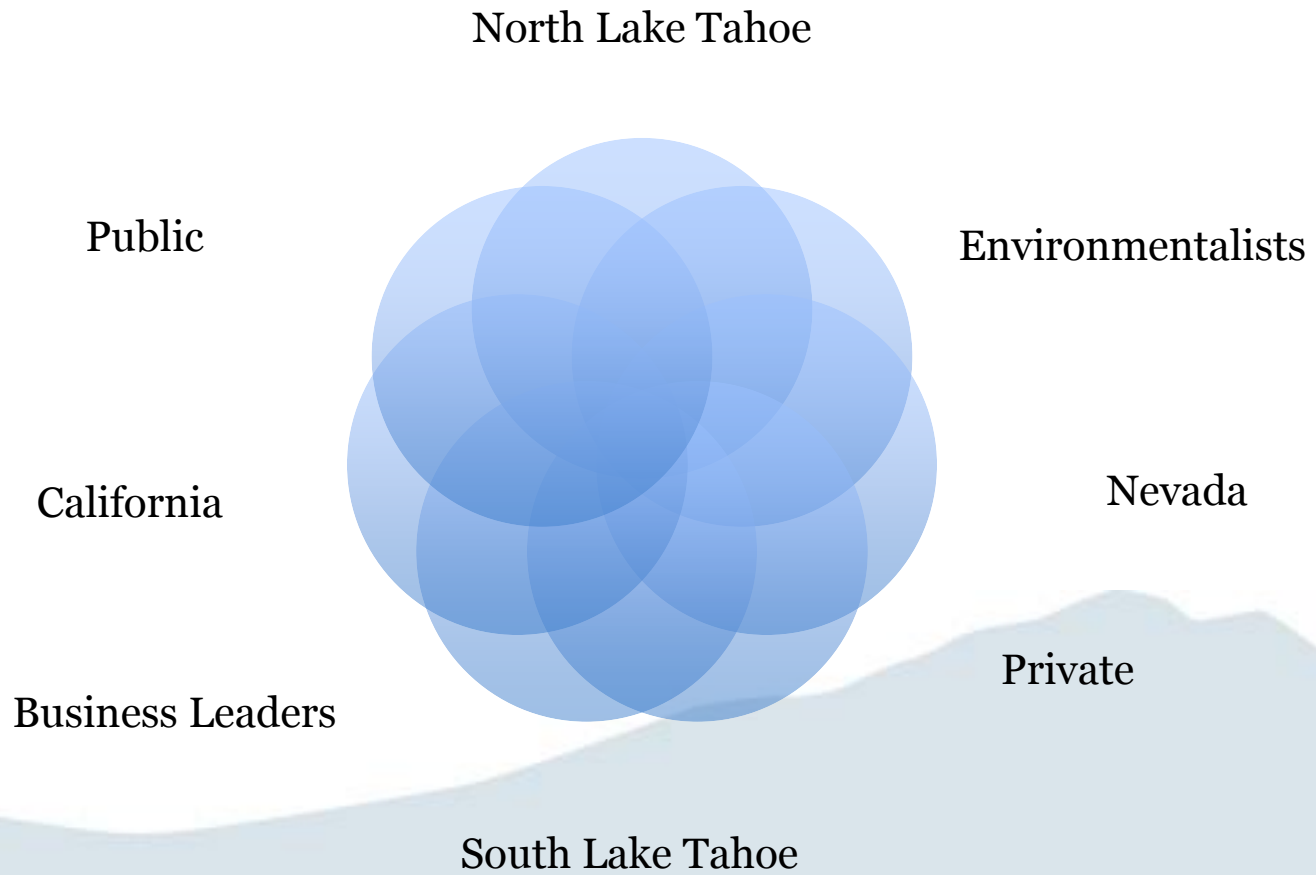


Mission

The Tahoe Fund will **enhance** the extraordinary natural **environment** of the **Lake Tahoe Basin** by building **broad** support and **funding** for projects and programs that **restore** and **sustain** the Lake for the **enjoyment** of current and future **generations**.



Board



Board

Officers

Tim Cashman	Chair; Las Vegas Harley Davidson; At-large Nevada TRPA Board Member,
Art Chapman	Vice-Chair; JMA Ventures, Homewood, West Shore Café
Tom Mertens	Secretary; Krause-Taylor; League to Save Lake Tahoe Board Member
Allen Biaggi	Treasurer; Former Director of Nevada Conservation and Natural Resources
Jim Boyd	Principal, Clean Tech Advocates; Former California Energy Commissioner
Warner Chabot	CEO, Warner Chabot & Associates; former CEO California League of Conservation Voters
Scott Gillespie	Principal, Sandbox Studio
Cindy Gustafson	Former California Fish & Game Commissioner; GM, Tahoe City Public Utility District
Katy Simon Holland	Former Washoe County General Manager
Kevin Marshall	President, Clear Capital
Steve Merrill	Benchmark Capital; past Director of TRPA
Hilary Newsom	President, PlumpJack Group
Jim Porter	Chairman Emeritus Tahoe Truckee Community Foundation; Partner, Porter Simon
Cory Ritchie	Chair of Hardie Family Council; Active Community Member
Pete Sonntag	COO, Heavenly Resort (Vail Resorts)
Patricia Ronald	Past Board Member Tahoe-Baikal Institute and League to Save Lake Tahoe
Chuck Scharer	CEO, Edgewood Companies
Julie Motamedi Teel	North Tahoe Business Owner; past Director of TRPA; Raley's Foundation
Terry Watt	Conservationist; Formerly with SF Environmental Law Firm Shute, Mihaly & Weinberg
Andy Wirth	CEO & President, Squaw Valley; Chair Reno Tahoe Airport Authority

Advisory Council

Jim Lawrence	Deputy Director, Nevada Department of Conservation & Resources
Patrick Wright	Executive Director, California Tahoe Conservancy



Our Focus

Private funds for environmental projects:

- Conservation: restore the Lake's famed clarity
- Recreation: get people out of their cars
- Stewardship: take care of Tahoe

Use of private funds:

- Leverage
- Match
- Close funding gaps



MAP

Tahoe Fund Project Portfolio 2010-2015



- 1 Incline/3rd Creek Restoration
- 2 Incline to Sand Harbor Bike Path
- 3 Sand Harbor Beach Improvements
- 4 Rabe Meadow Bike Trail
- 5 Ski Run Channel Aquatic Invasive Weed Removal
- 6 Van Sickle Bi-State Park
- 7 Angora Creek Bridge Replacement
- 8 Emerald Bay Asian Clam Control
- 9 West Shore Bike Trail
- 10 Blackwood Creek Restoration/Eagle Rock Trail
- 11 Tahoe City Aquatic Invasive Weed Removal
- 12 Lakeside Bike Trail
- 13 Tahoe In Depth Environmental Newspaper
- 14 Take Care Stewardship Campaign
- 15 UC Davis State of the Lake Report



Incline to Sand Harbor Bike Path



- 400+ donors
- \$1,00,000+ raised (construction and maintenance)
- Match for \$12M+ in Public Funding

If it's your dog,
then it's your doody.



Who's a good website? takecaretahoe.org

Take
care.

HIDE
TRASH
HERE,
PLEASE

takecaretahoe.org

Take
care.

One man's trash
is another man's trash.



Still thirsty for knowledge? takecaretahoe.org

Take
care.

Everyone likes
a drink on the rocks...
except the rocks.



Rock on! takecaretahoe.org

Take
care.

This guy has
reservations with
your trash.



Bears remember where they've dined.
What if they eat your trash?
takecaretahoe.org

Take
care.

Be a soak hero.



More hot tips at takecaretahoe.org

Take
care.

In Tahoe, bottle service
means recycling.



Join the club at takecaretahoe.org

Take
care.

Nobody wants to
see your dirty butt.



Cigarettes leech toxic chemicals into the water.
Please collect your butts.
takecaretahoe.org

Take
care.

There's a better hiding
spot for your garbage.
The trashcan.



takecaretahoe.org

Take
care.

Next trashcan in 300 ft.
You can make it!



Like the Internet? takecaretahoe.org

Take
care.

10 out of 10 rocks agree.
No bottles.



Your bottles belong in the can.
Rock on at takecaretahoe.org

Take
care.

What's on your bottom?



Invasive plants arrive on your watercraft.
Clean, Drain and Dry before launching.
takecaretahoe.org

Take
care.

Look what the
craft dragged in.



Invasive clams hide in bilge water.
Clean, Drain and Dry before launching.
takecaretahoe.org

Take
care.



Lake Tahoe Summit

- Organizing Sponsor
- 2016 Hosted by Senator Reid
- 600-1,000 attendees annually



Plates for Powder

- Buy a Tahoe plate and receive 2 free tickets
- Over 96% of fees go towards hiking and biking trails and watershed restoration
- Public-Private Partnership between Tahoe Fund and CTC & NDSL

PARTICIPATING RESORTS:



Green Bucks

Alpen Sierra Coffee

Bar of America

Big Blue Adventure LLC

Blue Angel Café

Caliente

California Burger Company

Drunken Monkey**

Edgewood Tahoe Golf Resort

Event Masters**

Fifty-Fifty Brewing Company**

Garwoods

Hard Rock Hotel Lake Tahoe

Heavenly Mountain Resort

Homewood Mountain Resort

Kirkwood Mountain Resort

Lakeside Inn

Lake Tahoe Resort Hotel

Lake Tahoe Visitors Authority-Tahoe South

MontBleu Resort Casino & Spa

Mourelatos Lakeshore Resort

Northstar California

PlumpJack Squaw Valley Inn*

Riva Grill

Squaw Valley | Alpine Meadows*

Tahoe Getaways

Tahoe Mountain Properties**

Tahoe Mountain Resorts Lodging**

Truckee Properties**

West Shore Café & Inn

Winter WonderGrass



Tahoe Fund Project Roadmap

- Johnson Meadows Acquisition- 2016
- Taylor Creek Lookouts- 2016
- Incline Flume Trail- 2017



Thank You!

Amy Berry, CEO

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www.tahoefund.org

