



IVCBA 2024 ANNUAL REPORT

WWW.IVCBA.ORG

Building Community

Through Community Events

Community events engaged locals & visitors with businesses and nonprofits.

LOCAL HEROES 4TH OF JULY CELEBRATION

The multi-day Local Heroes 4th of July Celebration included events for the entire community:

- The popular annual pancake breakfasts hosted by North Lake Tahoe Fire Protection District and the IVCB Veterans Club.
- The Local Heroes Parade led by IVGID Kid's Bike Parade.
- The Community Fair and Washoe County Sheriff's Office Meet & Greet on the Village Green.
- A new event at UNR Lake Tahoe, Incline Tahoe Foundation's SUMMERFEST.



"Incline Village / Crystal Bay consistently demonstrates unwavering support for our community celebrations, turning out in impressive numbers. There's an indescribable sense of satisfaction and fulfillment when immersed in events like the Local Heroes parade and Community Fair, Restaurant Week, and Candy Cane Village, where a collective spirit of joy unites neighbors, fostering a strong sense of community."

*- Julie Malkin-Manning
Community Events Manager*



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NORTHERN LIGHTS TAHOE

The Northern Lights Tahoe Festival is our community's winter holiday celebration filled with a calendar full of festive and heartwarming events, perfect for people of all ages, whether you believe in Santa or not! Festivities kicked off in early November:

- Diamond Peak Ski Team Pray for Snow party
- IVGID Holiday Handmade Craft Faire
- Christmas Comes to IV Thrift Stores Open House
- Candy Cane Lane & Village
- JINGLE & MINGLE Holiday Shopping Event
- The Tahoe Film Fest
- The delightful TFS Brunch with Santa
- Tahoe Philharmonic performance of Messiah
- New Year's Eve events at multiple venues

MEET & GREETs

Meet-and-greets are a great opportunity for our business members to network and create community connections. Member Mixers and Member Socials were held at Umpqua Bank, Mountain Workspace, and Bowl Incline.

IVCBA events represent "meet and greet" opportunities for nonprofits to showcase their services and interact with families, whether new residents or longtime locals.

"Our agencies, nonprofits, and service clubs collaborate with us, as well as host their own community events, such as the Incline Library Block Party in June and the Sheriff's Picnic in October."

-Linda Offerdahl



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IV/CB RESTAURANT WEEK

The annual Incline Village Crystal Bay Restaurant Week is an immersive event designed to showcase the unique culinary talents of our community. This week-long extravaganza in April brought together local businesses, residents, and visitors in a culinary celebration highlighting the diverse flavors and vibrant spirit of Incline Village and Crystal Bay.

With 15 restaurants joining we had a chance to showcase each business and their special menu on our website and through IVCBA social media channels, increasing the visibility of the event and each community business.



Incline Village Crystal Bay RESTAURANT WEEK

APRIL 15 - 21

A CELEBRATION OF OUR UNIQUE FOOD & BEVERAGE PROVIDERS



RESTAURANT WEEK INFO



VISIT IVCBA.ORG FOR ALL PARTICIPATING VENUES & DETAILS



Proudly Sponsored By

Building Community

Through Business Programs

Growing membership increases networking and support for IVCBA programs.



MEMBERSHIP GROWTH

In 2024, investor-level agencies, businesses, individuals, and over 275 members supported IVCBA, fostering a connected and thriving community. Our membership spans businesses, nonprofits, and engaged residents, with 60 new members joining in 2024.

CONNECTION THROUGH MEMBER EVENTS

IVCBA hosted key events to strengthen collaboration:

- **Annual Meeting** with Washoe County Manager Eric Brown – Engaging business leaders and government representatives.
- **VIP Reception** at Hyatt Osteria Sierra – Hosted by GM Pascal Dupuis, welcoming new and established leaders.
- **Business Social** at Umpqua Bank – Gathering 60+ members to highlight the financial sector.
- **New Member Orientations** at Mountain Workspace Fostering connections & engagement.
- **Business Mixer with North Tahoe Chamber** at Bowl Incline – Uniting 100 businesses in a collaborative networking event.

BUSINESS PROGRAMS

JOBS & VOLUNTEER BOARD

IVCBA hosts an updated Job & Volunteer board on www.ivcba.org

IVCBA MEMBER SOCIALS & MIXERS

Hosted networking events for members to bring the community together for social interaction and an agency update.

MERCHANT MAP

Town map of Incline Village & Crystal Bay, updated edition coming April, 2025.

WELCOME BAG PROGRAM

New Resident welcome bags distributed

BUSINESS WALKS

Business walks were conducted by Tahoe Prosperity Center Lake Tahoe Wide in support of local business.

"The dynamic growth in our membership is a mandate for us to continue our work. Virtually all segments of our community, businesses, agencies, nonprofits, and residents are building our vision of a thriving community."

Linda Offerdahl

Building Community

Through Communication

Communication of Events, Business & Community News, and IVCBA.ORG

WEBSITE & EVENT CALENDAR

A complete social calendar with community meetings, fundraisers, and member events. IVCBA's website provides the community an overview and access to ALL events from ALL organizations during the Local Heroes 4th of July Celebration, IV/CB Restaurant Week, and the Northern Lights Celebration in December.

IVCBA.ORG PROVIDES

- Directory with links to member websites
- Local News and links to regional news sources
- Jobs and Volunteer Board
- Community News from IVCBA Members
- Up-to-date Community Calendar
- Housing Committee Page with resources

SNAPSHOT & SOCIAL MEDIA

IVCBA has had a **47% increase** in email subscribers, from **1537 to 2260**. These Subscribers receive our weekly Snapshot Newsletter containing a Local Lens, Community News, Events, Jobs, and Member Features.

Mailchimp analytics for 2024 show above average Industry Standard open & click rates

- 61% open rate
- 15% click-through rate
- 28% increase in Instagram followers
- 10% increase in Facebook follows

INCLINE VILLAGE CRYSTAL BAY
COMMUNITY & BUSINESS ASSOCIATION

LIVE.WORK.PLAY.

LIVE.WORK.PLAY.

A seasonal print magazine that reaches more than 9,300 local residents in Crystal Bay and Incline Village, Nevada, via mail delivery. It is also available online. Current and Past issues are available online www.ivcba.org/news/live-work-play/



Weekly SnapShot
Newsletter

Building Community

Through Community Connection Initiatives

Community Connection Initiatives convene agencies with businesses & nonprofits. IVCBA provides an important link with Washoe County and other agencies to address community issues.



COMMUNITY CONNECTION INITIATIVES

Civic and civil engagement was important in the 2024 election year. IVCBA conducted candidate forums that were well-attended by respectful citizens.

Civic Leadership

- Candidate Forums informs local voters
- IVCBA VIP Reception welcomes new leaders

IVCBA Housing Committee

- Housing page on IVCBA.org
- Workforce Housing Series
- Placemate "Lease to Locals"
- Survey for Workforce Housing Series

Washoe Tahoe Community Collaborative

- Non-profits meet to address community issues.

INCLINE VILLAGE MAIN STREET Revitalization and Redevelopment

- Roundabout Redesign Project
- Lamppost/Signage Project (research phase)

Revitalizing our community starts with the basics: clean-up and planting perennials to enhance the natural beauty we live in. We are moving forward with plans to redesign the roundabout and incorporate the iconic granite boulders and more native plants with irrigation.

"Our Village needs community leaders to come together and work on the issues that improve our vitality. IVCBA welcomes new leaders at its VIP Reception and takes a leadership role in addressing workforce housing issues".

Linda Offerdahl

Building Community

Through Community Connection Initiatives

Main Street and Beautification

INCLINED TO BLOOM BEAUTIFICATION CAMPAIGN

- Incline to Bloom “Clean-up and plant”
- Incline Green Clean community clean up & Incline Library Block Party
- Grant program through Incline Tahoe Foundation
- Rotary Park & bus shelter painting.



SPRING GREEN CLEAN

“The community really demonstrated its commitment to beautification and civic engagement in the annual “Spring Green Clean” and the first annual Block Party at Incline Library.”

John Crockett

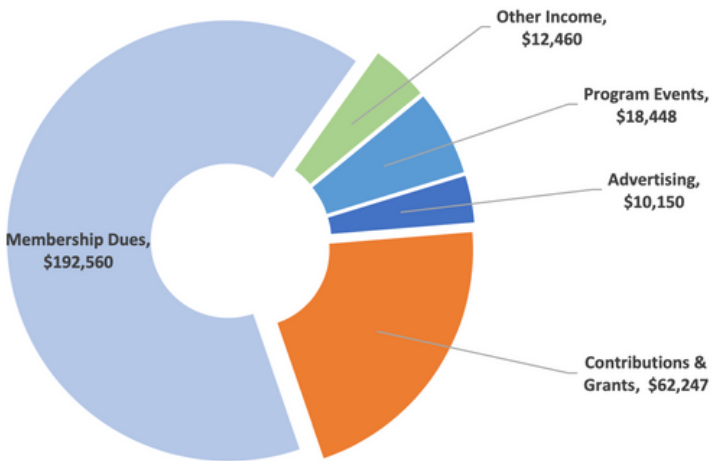


Building Community

Financials



FINANCIAL YEAR - 2024



BALANCE SHEET SUMMARY

IVCBA continues to show fiscal responsibility by ending the year with \$265,466 in its checking account with an additional CD and money market savings of \$106,441. IVCBA relies on its memberships, particularly its investor members, to cover its expenses. The ARPA grant through Washoe County's Community Reinvestment Fund was instrumental in establishing the Main Street program and related expenses in communications and events.

REVENUE & EXPENSES

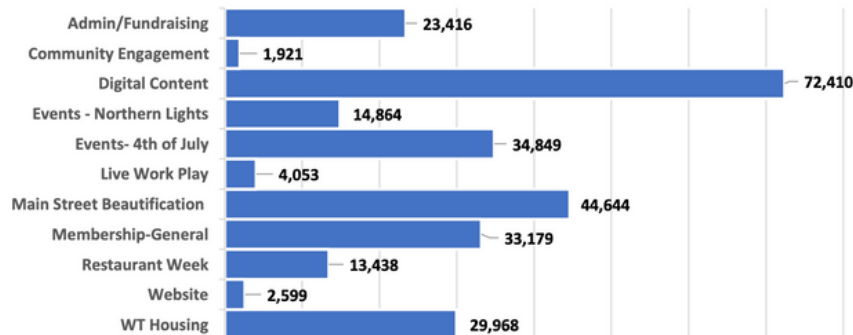
2024 Operations have produced a surplus of \$20,524

REVENUES

Total revenues are \$295,865 vs. the annual budget of \$283,000. Revenues are summarized by category in the chart below:

EXPENSES

Total year-to-date expenses are \$275,341 vs. The annual budget of \$298,080. Expenses by program are noted below:





OUR MISSION:

Grow cohesiveness for the sustainability of Incline Village and Crystal Bay.

OUR VISION:

A thriving community that supports and is supported by its agencies, businesses, nonprofits and residents.

STAFF:

Linda Offerdahl: Executive Director: Linda@IVCBA.org

Kristin Derrin: Marketing and Communications Manager: Kristin@IVCBA.org

Michael O'Neill: Operations Manager, Mike@IVCBA.org

Julie Malkin-Manning, Events Manager: Julie@IVCBA.org

BOARD EXECUTIVE COMMITTEE:

Mike Young, Chair

Sheila Leijon, Vice-Chair and Human Relations

Craig Iverson, Finance and pro-bono CPA

Jason Jurss, Executive Committee

Additional board members: Tiffany Clements, John Crockett, Mary Danahey, Steve Porten, Rick Sweeney

www.ivcba.org

IVCBA is an IRS 501(c)(6) nonprofit, EIN # 27-0448179, operating in the state of Nevada. Originally founded in 2009, it was re-formed in March 2021 to include Crystal Bay. The management team consists of a board of directors, an unpaid Executive Director, two paid staff and independent contractors.

Volunteers are enlisted to help with events.

Thank You !

Businesses, Agencies, Non-Profits & Residents

Questions



Join IVCBA

info@ivcba.org

www.ivcba.org

