



# IVCBA 2023 ANNUAL REPORT

Prepared By :  
IVCBA Staff

Prepared for:  
IVCBA Members & Community

# Building Community

## Through Community Events

*Community Events engaged locals & visitors with businesses and nonprofits.*

### 4TH OF JULY CELEBRATION

IVCBA's Signature Event: The multi-day Local Heroes Celebration includes 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 Aspen Grove, The Backyard BBQ hosted by Highlander Pride.
- IVCB SkyShow with a laser and drone show held at Incline Middle School.



*"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 4th of July parade, Sky Show, and Candy Cane Village, where a collective spirit of joy unites neighbors, fostering a strong sense of community."*

*– Julie Malkin-Manning  
Community Events Manager*





# Building Community

## Through Community Events

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### NORTHERN LIGHTS

IVCBA's Signature Event: Northern Lights 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 kick off in early November:

- Diamond Peak Ski Team Pray for Snow party.
- The IVGID Craft Faire
- Christmas Comes to IV Thrift Store Open House.

The festivities keep rolling through the season, with perennial favorites such as:

- Candy Cane Lane & Village
- Deck the Halls Lighting Contest
- Sip and Shops
- The Tahoe Film Fest
- The delightful TFS Brunch with Santa.
- TOCCATA's enchanting performance of Messiah
- New Year's Eve events at multiple venues.

### MEET & GREET

Meet-and-greets are a great opportunity for our business members to network and create community connections. BizBuz Mixers and Member Socials at Alibi, Mountain Workspace, Umpqua Bank held an event with Potlatch, Mountain Hardware & Sports, and other merchants in the Raleys center.

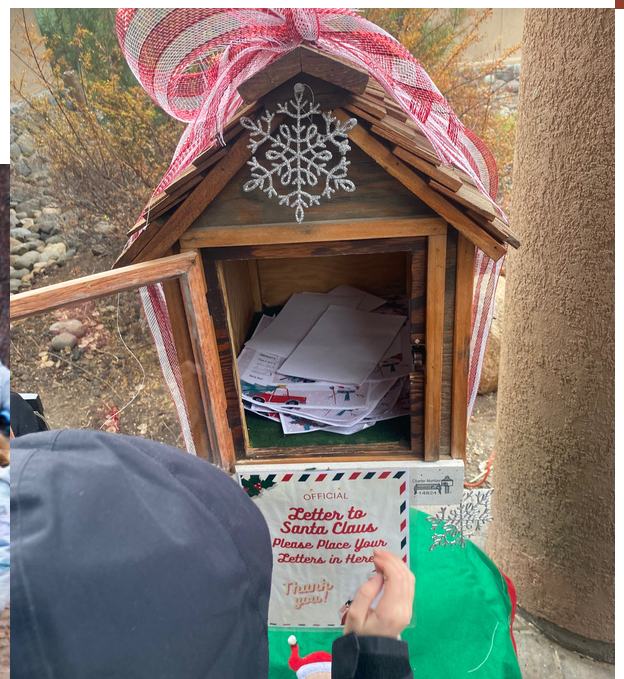
***"Our agencies, nonprofits and service clubs collaborate with us, as well as host their own community events, such as the Incline Library Block Party in June and the Sheriff's Picnic in October."***

-Linda Offerdahl



### MEET & GREET

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



# Building Community

## Through Business Programs

*Growing membership increases networking and support for IVCBA programs.*



### MEMBERSHIP GROWTH

Thank you to the Investory level agencies, businesses and individuals, along with the **230+members** who funded IVCBA in 2023. Our members are a cross section of our business community and virtually all of the nonprofits. Residents join as Community Supporters. 60 new members joined IVCBA in 2023. Starting with the annual meeting, IVCBA brought several hundred people together through its annual meeting, 2 BizBuz social mixers, 2 new member meetings, & 2 job fairs.

*“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

### BUSINESS PROGRAMS

#### JOBS & VOLUNTEERS

2 Annual Job Fairs as well as current Job & Volunteer board.

#### BIZ BUZ MIXERS

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

#### MEMBER EVENTS

VIP receptions allow our Investor level members to welcome to new agency and business leaders to the community and establish stronger working relationships. New Member orientations and Member Socials provide organic networking opportunities for all.





# Building Community

## Through Communication

### *Communication of Events, Business & Community News, and IVCBA*

#### WEBSITE & EVENT CALENDAR

A complete social calendar IVCBA's website gave the public an overview and access to ALL events from ALL organizations during the Local Heroes 4th of July Celebration 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
- The Local Lens

#### SNAPSHOT & SOCIAL MEDIA

Overall, there has been an increase in growth from 2023 to 2024. IVCBA has had a 38% increase in email subscribers, from 1110 to 1537.

Through Mailchimp analytics for 2023

- 63.3% open rate
- 16.47% click rate
- 74% increase in Instagram followers
- 45% 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.



**Weekly SnapShot**  
Newsletter



Events Calendar

# 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.*



**WORKFORCE  
TRANSPORTATIONS**

**HOUSING COMMUNITY  
ENGAGEMENT COMMITTEE**

**INCLINE VILLAGE MAIN STREET**

### HOUSING & TRANSPORTATION MEETINGS

- Workforce Transportation Roundtable in March brought 30+ transportation agency leaders together with local employers.
- Washoe Tahoe Community Summit on Workforce Housing brought 40+ nonprofit leaders to a presentation by the Housing Partnership
- The Housing Community Engagement Committee for housing convenes community members together for education and to grow community support for workforce housing.

- Revitalization and Redevelopment
- Beautification
- Community Engagement Liaison hired with Washoe County ARPA grant.

*“Although there is widespread agreement on the need for improving our commercial areas, the range of opinions and the complex nature of putting forth ideas that need local consensus and agency execution has led us to proceed with caution.”*

Linda offerdahl

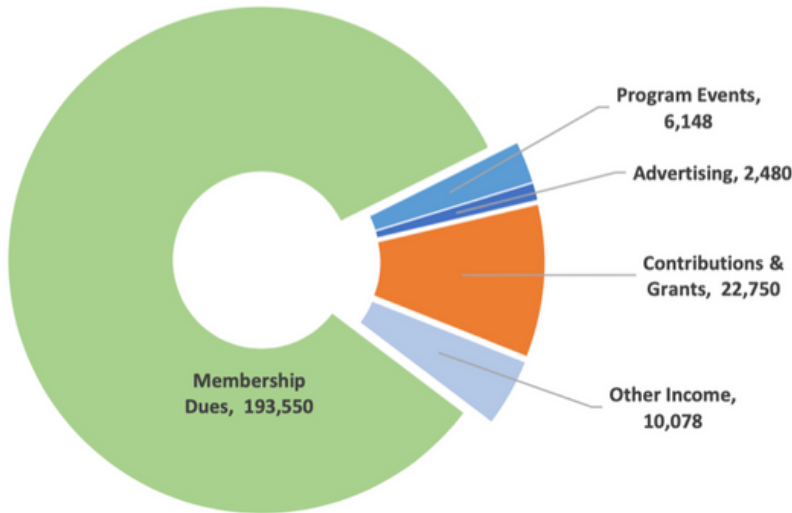


# Building Community

## Financials



### FINANCIAL YEAR - 2023



### BALANCE SHEET

Cash held at Umpqua Bank is **\$252,442** compared to **\$267,637** at the beginning of the year. Money Market funds held at Umpqua Bank total **\$58**. A **\$100,000** certificate of Deposit was purchased in October. Liabilities consist of **\$2,766** of payroll tax accruals and **\$2,123** of accounts payable.

### REVENUE & EXPENSES

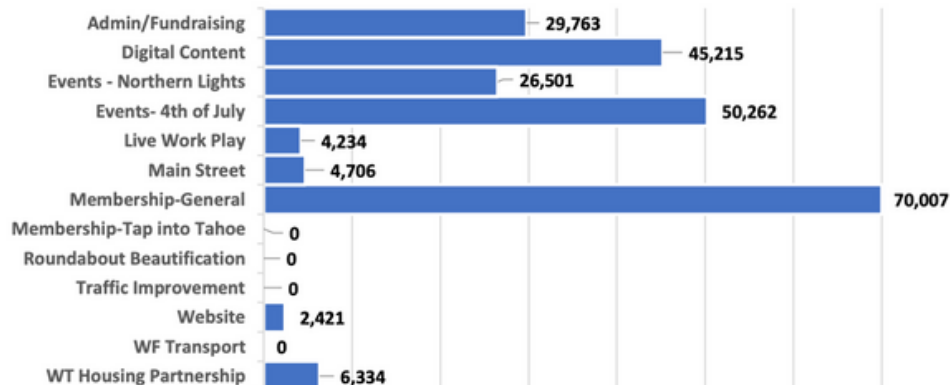
2023 Operations have produced a deficit of **\$4,436**

#### REVENUES

Total revenues are **\$235,006** vs. the annual budget of **\$356,900**. Revenues are summarized by category in the chart below.

#### EXPENSES

Total year-to-date expenses are **\$239,443** vs the annual budget of **\$334,944**. Expenses by programs are noted below



# Thank You !

Businesses, Agencies & Community

Questions

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[www.ivcba.org](http://www.ivcba.org)

