



# IVCBA 2025 ANNUAL REPORT

[WWW.IVCBA.ORG](http://WWW.IVCBA.ORG)

# Building Community

## Through Community-Wide Signature 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 DPST Kid's Bike Parade.
- The Community Fair and Washoe County Sheriff's Office Meet & Greet on the Village Green.
- UNR at 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*



# Building Community

## Through Community-Wide Signature Events

*Community events engaged locals & visitors with local businesses and nonprofits.*

### 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 all December long.

"IVCBA brought the 'reason for the season' into the Northern Lights Community Celebration at UNR with 40 Giving Trees sponsored by our great nonprofits."

-Linda Offerdahl



### NORTHERN LIGHTS COMMUNITY CELEBRATION

- Community Giving Tree Event
- Santa and Mrs. Claus' fire-engine arrival
- Festive crafts from local Non-Profits
- Music from local schools
- Cocoa with the Captain
- Community Tree courtesy of NLTFFPD with lights from Sheila and Ken Leijon

### JINGLE & MINGLE HOLIDAY SHOPPING EVENT

*A festive day for your holiday sip and shopping!*

- Festive lights and decor, unique shops, & local vendors.
- Enjoy warm drinks and delightful holiday treats
- Explore charming shopping opportunities throughout the village.

# Building Community

## Through Community-Wide Signature Events

*Community events engaged locals & visitors with local businesses and nonprofits.*

### IV/CB RESTAURANT WEEK

The annual Incline Village Crystal Bay Restaurant Week showcases the culinary talent of our community. The week-long April event brought together local businesses, residents, and visitors to celebrate the diverse flavors and vibrant spirit of Incline Village and Crystal Bay. With 20 participating restaurants, we highlighted each business and its special menu on our website and through IVCBA social media, increasing visibility for both the event and our local businesses.



 Incline Village Crystal Bay  
**RESTAURANT WEEK** A CELEBRATION OF OUR  
UNIQUE FOOD & BEVERAGE  
PROVIDERS

APRIL 21 - 27, 2025

Participating Venues\*

**VISIT IVCBA.ORG FOR DETAILS**

Proudly Sponsored By

### IVCBA FALL FEST

Village Center hosted the first annual Fall Fest, an afternoon of seasonal fun for families, neighbors, and visitors. The event brought the community together through fall-themed activities, local food and drink, and live entertainment.

- Scarecrow building by Sierra Verde
- Pumpkin Patch and decorating by Grocery Outlet
- Carnival Games by TFS and Foursquare Church
- Live Music by Jacked Up





# 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
- Digital Map to Local Businesses
- LIVE.WORK.PLAY Magazine brought in house

## SNAPSHOT & SOCIAL MEDIA

IVCBA has had a **48% increase** in email subscribers, from **2260** to **3350**. These Subscribers receive our weekly Snapshot Newsletter containing a Local Lens, Community News, Events, Jobs, and Member Features. Consistent organic growth year over year.

Mailchimp analytics for 2025 show above average Industry Standard open & click rates

- 61% open rate
- 14% click-through rate
- 26% increase in Instagram followers
- 8% 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/](http://www.ivcba.org/news/live-work-play/)



**Weekly SnapShot**  
Newsletter



# Building Community

## Through Business Programs & Events

**Community events engaged locals & visitors with local businesses and nonprofits.**

### BIZ BUZ MIXER

Biz Buzz Mixers continue to provide valuable opportunities for business members to network, build relationships, and strengthen community connections. Throughout the year, Member Mixers and Socials were hosted at Glasses Wine Bar, Pet Network Humane Society, and Mountain Workspace, offering welcoming spaces for members to share updates, collaborate, and engage with fellow local professionals.

These gatherings help foster partnerships, support local businesses, and reinforce IVCBA's role as a connector within the Incline Village and Crystal Bay business community.

### BUSINESS NETWORK HAPPY HOUR

Launched this year, IVCBA Business Network Happy Hours offer a relaxed, welcoming approach to networking. Held on the first Thursday of each month, these gatherings invite IVCBA business members to connect, share ideas, and strengthen relationships in an informal setting.

Hosted at local restaurants, the events also support our hospitality partners while creating space for genuine conversation, collaboration, and community building within the Incline Village and Crystal Bay business community.

## IVCBA Member Business Network Happy Hour



Thursday, Nov 6  
4:30 - 6:00 PM  
Sage Leaf

Connect with fellow IVCBA members at our monthly Business Networking Happy Hour—cool vibes, great conversations, & a chance to build community over drinks.

Sage  
LEAF

# Building Community

## Through Business Programs

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



### MEMBERSHIP GROWTH

In 2025, investor-level agencies, businesses, individuals, and over 270 business members supported IVCBA, fostering a connected and thriving community. Our membership spans businesses, nonprofits, and engaged residents, with 40 new members joining in 2025.

### CONNECTION THROUGH MEMBER EVENTS

IVCBA hosted key events to strengthen collaboration:

- **Annual Meeting** with UNR President Brian Sandoval, former Governor of Nevada.
- **VIP Reception** at Hyatt Osteria Sierra – Hosted by GM Pascal Dupuis, welcoming new and established leaders.
- **Biz Buzz Mixers** at Glasses Wine Bar and Pet Network, connecting the community with both businesses and non-profits.
- **New Member Orientations** at Mountain Workspace: Fostering connections & engagement.
- **Business Mixer with North Tahoe Chamber** at Alibi Ale Works – Uniting 2 Organizations in North Lake's premier networking event.

### BUSINESS PROGRAMS

#### MEMBER MIXERS & HAPPY HOUR

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

#### MERCHANT MAP & DIGITAL MAP

Town map of Incline Village & Crystal Bay, in collaboration with TNTNV. And a interactive digital map added to website.

#### WELCOME BAG PROGRAM

New Resident welcome bags distributed

#### JOBS & VOLUNTEER BOARD

IVCBA hosts an updated Job & Volunteer board on [www.ivcba.org](http://www.ivcba.org)

#### MIKE'S MONDAY MEMBER EMAIL

Business member news and event updates.

*"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 Leadership & Stakeholder Engagement

**Bringing together civic, business, and nonprofit leaders to strengthen collaboration, communication, and community partnerships.**



### ANNUAL MEETING

IVCBA hosted its Annual Meeting at UNR at Lake Tahoe, welcoming community leaders and UNR President Brian Sandoval for a morning of updates, collaboration, and shared vision. Despite a snowy winter day, attendees gathered to discuss regional priorities, strengthen partnerships, and celebrate the collective efforts shaping Incline Village and Crystal Bay.



### VIP RECEPTION

IVCBA hosts VIP Receptions twice a year to introduce new leaders to the community. Our Investor-level members, agency heads, corporate and service club leaders come together to get updates and get to know each other. The Hyatt graciously hosts the spring event. The Offerdahls host the fall event in their Joyous Journey Park.

These intimate events provide an opportunity to thank key supporters, share updates, and foster meaningful relationships that strengthen collaboration and long-term community impact.

*IVCBA is nurturing future community leaders with its opportunities to network with agency heads and corporate managers.*

Linda Offerdahl

# 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.**



### CIVIC ENGAGEMENT INITIATIVES

#### Washoe Tahoe Leadership Academy

- Educated a cohort of 24 residents on Washoe Tahoe organizations and agencies



#### IVCBA Housing Committee

- Program on Placemate's Lease to Locals
- TRPA housing workshop
- Introduced St. Patrick's Sally Fund to support SCH and Tahoe Family Solutions
- Partnered with Incline Village Realtors on First-Time Homeowners Workshop
- Housing page on IVCBA.org



#### Community Nonprofit Collaborative

- Meeting on immigration rights for employers with Sierra Community House and Tahoe Family Solutions

# Building Community

## Through Main Street Revitalization & Community Investment

*Supporting beautification and public improvements through fundraising partnerships with the Sierra Giving Circle and Roots to Revitalization dinner*

### ROOTS TO REVITALIZATION

This program for revitalization and redevelopment is a member of the national and state Main Street programs.

Beautification is its first transformative strategy, with a "placemaking" goal of revitalizing the commercial core and aligning the community. IVCBA Main Street is a program under IVCBA with its own Executive Team, project committees and community stakeholders.



### GATEWAY ROUNDABOUT

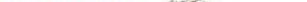
**ROUNABOUT LANDSCAPE DESIGN**  
THE PRIMARY FOC IS THAT THIS PROJECT IS TO INCREASE SAFETY  
AN D DISCOURSES A BEAUTIFUL AND MEMORABLE ROUNDABOUT WHILE CREATING  
A MEMORABLE COMMUNITY GATEWAY FEATURE  
THE PROPOSED DESIGN WILL BE A REPRESENTATION OF THE LOCAL ENVIRONMENT  
AND HIGHLIGHT PLANTINGS THAT BLOOM IN SUCCESSION ENSURING A CONSTANT  
DISPLAY OF COLOR THROUGHOUT THE GROW SEASON.



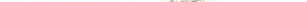
ROUNABOUT LANDSCAPE DESIGN  
SOULDER DISCREPANCY REFLECTS AND CONTRASTS TO THE UNIQUE  
CHARACTER OF THE COMMUNITY



PLAN VIEW

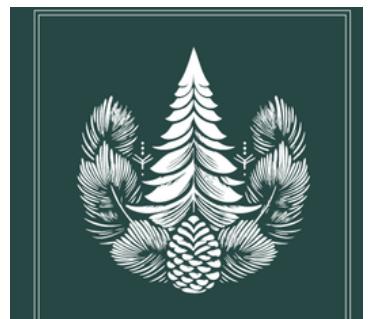


REGIONALLY APPROPRIATE PLANTINGS THAT HELP CREATE A SENSE OF PLACE



### SIERRA GIVING CIRCLE

In order to raise private funds, a charitable fund was established with the Incline Tahoe Foundation. The kick-off event was a "Roots to Revitalization" community dinner that raised over \$200,000 for beautification projects. This kind of support represents a mandate for revitalization in our community. The Gateway Roundabout improvements, Inclined to Bloom, and community-driven projects will benefit from generous donations from our residents.





# ROOTS TO REVITALIZATION

*Supporting beautification in Incline Village*



## Supporting Main Street projects:

### Inclined to Bloom

- Pots and Plants in commercial areas
- Clean-up and defensible space

### Roundabout Improvements

- Enhance safety by making roundabout more visible
- Improve landscaping with irrigation and perennials and trees
- Iconic boulders represent East Shore

### Community-driven Projects to encourage walkability on Tahoe Blvd

- Washoe-named Nature (or Community) Park at Incline Library
- Improvements on easement of Christmas Tree Village
- Public art

### Lighting and Signage

- Northern Lights holiday lighting
- Future: Lamp-post project

### Community Center

- Future: identify a location for indoor and outdoor community space

The trees in the Toiyabe National Forest are the sentinels that anchor the landscape, nurture the soil, and provide food and shelter for wildlife and communities alike. We invite you to join a network of people and organizations committed to establishing roots that anchor our community in this beautiful forest by making a commitment to beautification and revitalization as a Founding Donor at one of the following levels;

#### **Incense Cedar (\$10,000)**

A majestic conifer that is both visually and ecologically vital.

#### **Sugarpine (\$5,000)**

Known as the “king of pines”, it is celebrated for both its distinctive cones and its seeds that are an important food source.

#### **Jeffrey Pine (\$2,500)**

A quintessential tree with deep roots to stabilize the soil

#### **Douglas Fir (\$1,000)**

A robust conifer with wood highly prized for its structural timber and a stabilizer after wildfires.

#### **Quaking Aspen (\$500)**

These groves that are propagated through root suckers provide network of essential food and habitat for native animals and birds

*All donor levels will be recognized on a permanent plaque at the projects*

# Building Community

## Through Incline Village Main Street

### *Main Street and Beautification*

#### **INCLINED TO BLOOM BEAUTIFICATION CAMPAIGN**

- Incline Green Clean community clean up & Incline Library Block Party
- Inclined to Bloom
  - Hanging baskets in shopping centers
  - Terra cotta pots in bus shelters - Sponsored by Rotary clubs
  - Dancing With Daffodils
- Community-driven projects: Gathering Place at Christmas Tree Village
- Grant program through Incline Tahoe Foundation



#### **GATEWAY ROUNDABOUT IMPROVEMENTS**

The roundabout is the welcoming gateway to Incline Village and Crystal Bay. It should reflect the natural beauty of the East Shore. Esthetics and safety will be improved through incorporating iconic granite boulders, fir and aspen trees and a succession of perennials throughout the growing season. Irrigation is being added to support the plants. The beloved bronze animals will be repositioned for safety and viewing.



# Building Community

## Through Incline Village Main Street Main Street and Beautification



### Inclined to Bloom Beautifying Our Community With Flowers

- A community-wide beautification project enhancing the natural beauty of our town by bringing vibrant flowers to our shared spaces.
- Supported by our local nurseries, businesses and residents, four dozen colorful hanging baskets have been installed throughout Christmas Tree Village and the Village Center, along with terra cotta flower pots placed at every bus stop, and flower box planters at the Raley's Center.
- With your continued support, we look forward to making *Inclined to Bloom* an annual tradition that keeps our community blooming year after year!

Visit [www.ivcba.org/programs](http://www.ivcba.org/programs) for more information.



### PUBLIC ART PROJECTS

DISCOVER THE NUMEROUS SCULPTURES AND MURALS  
THROUGHOUT INCLINE VILLAGE



**PUBLIC ART PROJECTS**  
The vibrancy and uniqueness of a community is shown through its public art projects. Whether visiting the library, going to the Rec Center, driving by Incline Storage, or dining at Tunnel Creek Café before walking or biking the East Shore Trail, there are many art projects to enjoy throughout the village.



# Building Community

## Through Incline Village Main Street Main Street and Beautification



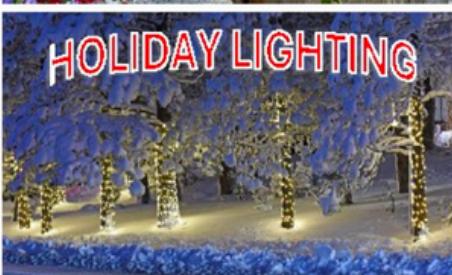
**COMMUNITY-DRIVEN PROJECTS**  
*PROJECTS THAT ENCOURAGE WALKABILITY*



**A GATHERING PLACE**



**A LEARNING CENTER**



**HOLIDAY LIGHTING**

**A GATHERING PLACE AT CHRISTMAS TREE VILLAGE PARK**  
Enjoy the new landscaping and find a place to rest, between Crosby's and the sidewalk.

**AN OUTDOOR LEARNING CENTER AT INCLINE LIBRARY**  
Enjoy an outdoor learning experience in the outdoor classroom and the path around Incline Library with many sculptures and opportunities to identify native birds.

**HOLIDAY LIGHTING**  
Enjoy the festive displays and lights throughout the village during the holiday season.




Visit [www.ivcba.org/programs](http://www.ivcba.org/programs) for more information



## GATEWAY ROUNDABOUT

**ROUNABOUT LANDSCAPE DESIGN**  
THE PRIMARY FOCUS OF THIS PROJECT IS TO INCREASE SAFETY AND OBSCURE SIGHTLINES ACROSS THE ROUNABOUT WHILE CREATING A MEMORABLE COMMUNITY GATEWAY FEATURE. THE PROPOSED DESIGN WILL BE A REPRESENTATION OF THE LOCAL ENVIRONMENT AND HIGHLIGHT PLANTINGS THAT BLOOM IN SUCCESSION ENSURING A CONSTANT DISPLAY OF COLOR THROUGHOUT THE GROWING SEASON.



BOULDER GROUPINGS REFLECT AND CONTRIBUTE TO THE UNIQUE CHARACTER OF THE COMMUNITY



ELEVATION VIEW  
FROM MT. ROSE HWY

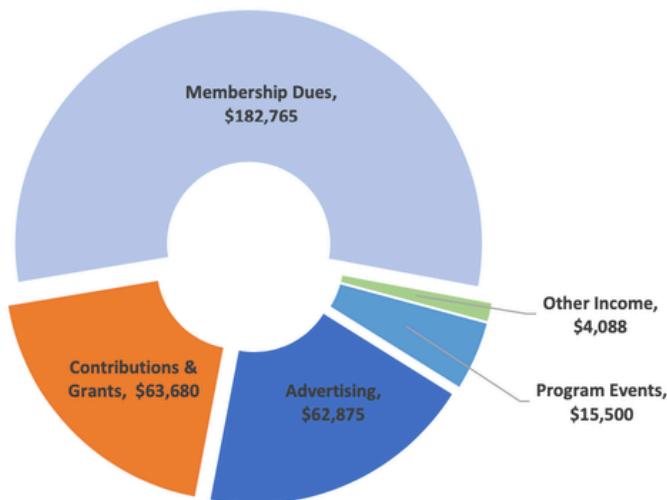
REGIONALLY APPROPRIATE  
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# Building Community

## Financials



### FINANCIAL YEAR - 2025



### BALANCE SHEET SUMMARY

IVCBA demonstrated strong fiscal stewardship in 2025, ending the year with \$245,627 in checking and \$110,217 in savings and CDs. Despite a modest \$18,432 operating deficit, revenues exceeded budget due to stable, diversified income—led by investor member dues. Increased fundraising with the Incline Tahoe Foundation also helped offset beautification costs and reduced reliance on operating funds.

### REVENUE & EXPENSES

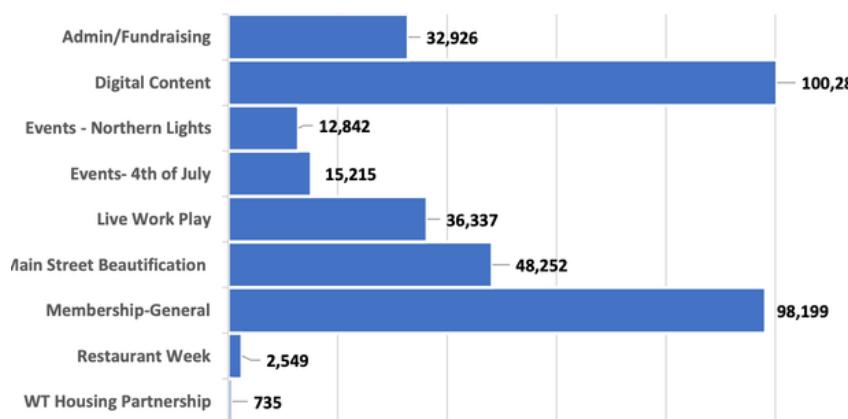
2025 Operations have produced a deficit of \$18,432

### REVENUES

Total revenues are \$328,908 vs. the annual budget of \$299,500 revenues are summarized by category in the chart below:

### EXPENSES

Total year-to-date expenses are \$347,340 vs. the annual budget of \$352,668. 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](mailto:Linda@IVCBA.org)**

**Kristin Derrin: Marketing and Communications Manager: [Kristin@IVCBA.org](mailto:Kristin@IVCBA.org)**

**Michael O'Neill: Operations Manager, [Mike@IVCBA.org](mailto:Mike@IVCBA.org)**

**Julie Malkin-Manning, Events Manager: [Julie@IVCBA.org](mailto: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](http://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](mailto:info@ivcba.org)  
[www.ivcba.org](http://www.ivcba.org)

