



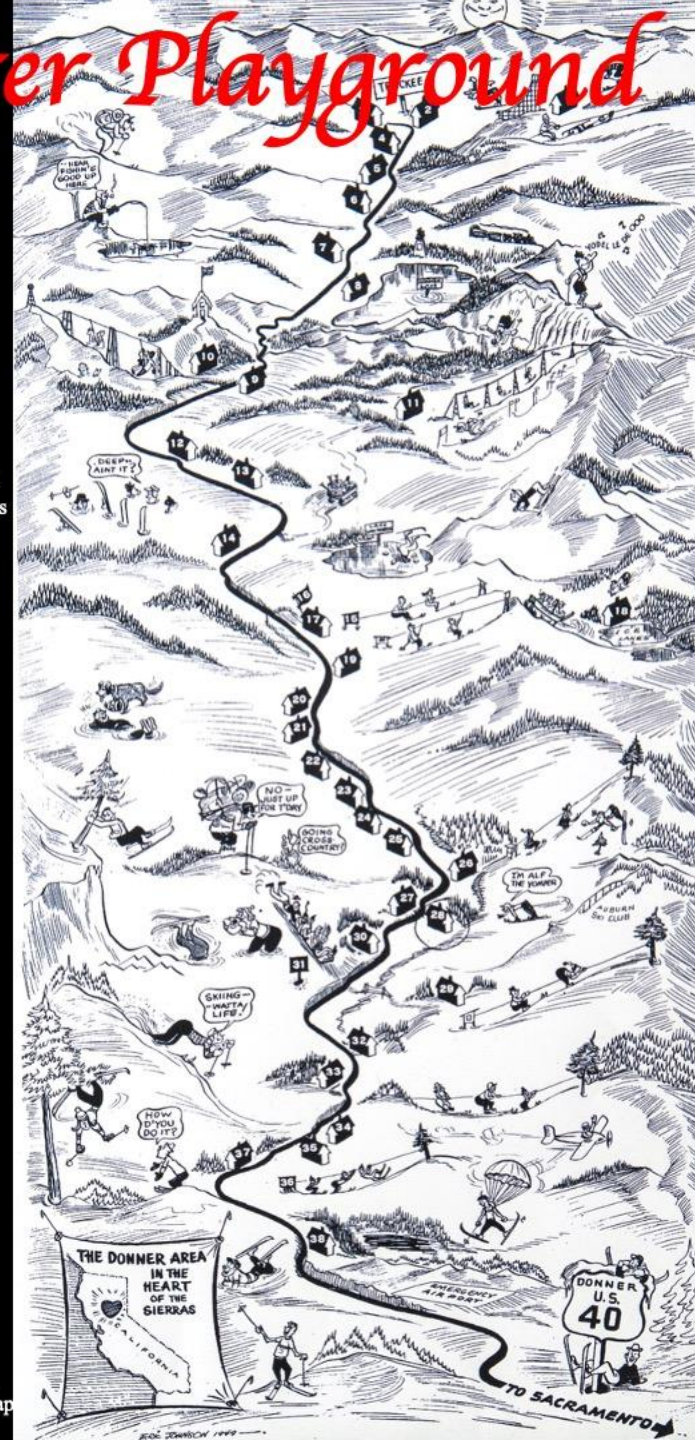
Economic Development
On
Donner Summit

Case Study:
Soda Springs Cannabis Dispensary

Donner Area - Your Winter Playground

In 1949
10 Lodges
5 gas stations
8 taverns
& restaurants
4 grocery stores
4 post offices
12 sport shops

Donner Rancho, Donner lake
Don-Lac Lodge Donner Lake
Donner Lake Lodge, Donner Lake
Donner Ski Ranch, Norden
Vanderford's Lodge, Norden
Sugar Bowl, Norden
Hannes Schroll, Norden
Kline's [sic] Ski Shop, Norden
Norden Store, Norden
Norden Lodge, Norden
Kiski Inn, Norden
Ski-Inn, Norden
Soda Springs Service Station, Soda Springs
Soda Springs Ski Corporation, Soda Springs
Buck Ski School, Soda Springs
Soda Springs Rope Tows, Soda Springs
Zorich Ski Shop, Soda Springs
Sitzski Lodge, Soda Springs
Soda Springs Hotel, Soda Springs
Ice Lakes Chalet, Serene Lakes
Beacon Hill Lodge, Soda Springs
Aro Ski School, Soda Springs
Shi-Hive Norden
Soda Springs Grocery, Soda Springs
The Crest Soda Springs
Donner Summit Lodge, Soda Springs
Pratt's Garage, Soda Springs
Marrot Enterprises, Soda Springs
Steen Motel, Kingvale
Giff-Lou Lodge, Kingvale
Kingvale Park Garage, Kingvale
Crampton's Lodge, Rainbow
Rainbow Lodge, Rainbow
Trailsys Lodge, Big Bend
Big Bend Inn, Big Bend
Cisco Grove Lodge, Cisco Grove
Cisco Grove Store, Cisco Grove
Sierra Gift Shop, Cisco Grove
Yuba Gap Lodge and Ski Tow, Yuba Gap
Yuba Gap Lodge Emigrant Gap
Laing's Ski Tow, Emigrant Gap
Laing's Pioneer Camp, Emigrant Gap
Nyack Lodge, Emigrant Gap
Nyack General Store, Emigrant Gap
Nyack Service Station, Emigrant Gap
Lakeview Lodge, Emigrant Gap
Skyline Lodge, Emigrant Gap
Rancho Sierra Inn, Emigrant Gap
Rancho Sierra Service Station, Emigrant Gap



Today



DSA Mission and Goals

- Protect, promote, and strengthen Donner Summit
- Make it a unique, vibrant, year-round mountain community
- Provide opportunities for visitors, residents, and businesses
- Thrive in our beautiful alpine environment

Feedback on this meeting?

- Follow the QR code on slides to follow
- E-mail admin@donnersummitca.com; ask for the survey link

Join with DSA on this or other projects?

- E-mail admin@donnersummitca.com
- Check ongoing projects at <https://www.donnersummitca.com/projects>

Cannabis Dispensary

- Approved (in concept) as a Summit economic enhancement
- Regulated by Nevada County
- How do we optimize its economic return?
- First some background — where are we today? (~25 min)
- Then your chance to provide input (~20 min)

Thank you for participating!



Nevada County Economic Development Objective

Supporting resiliency, entrepreneurship, jobs, infrastructure, and partnerships



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Promote economic development by

- ◆ Emphasizing resiliency and entrepreneurship
- ◆ Retaining and attracting high quality jobs
- ◆ Investing in major infrastructure projects
- ◆ Working in partnership with municipalities to support small business and tourism sectors



RESILIENCY



ENTREPRENEURSHIP



QUALITY JOBS



INFRASTRUCTURE



PARTNERSHIP



SMALL BUSINESS & TOURISM



Key Takeaway



Economic development in Nevada County centers on resilient growth, quality jobs, infrastructure investment, and support for small business and tourism.





Communities Served




Regional communities supported through Nevada County economic development.



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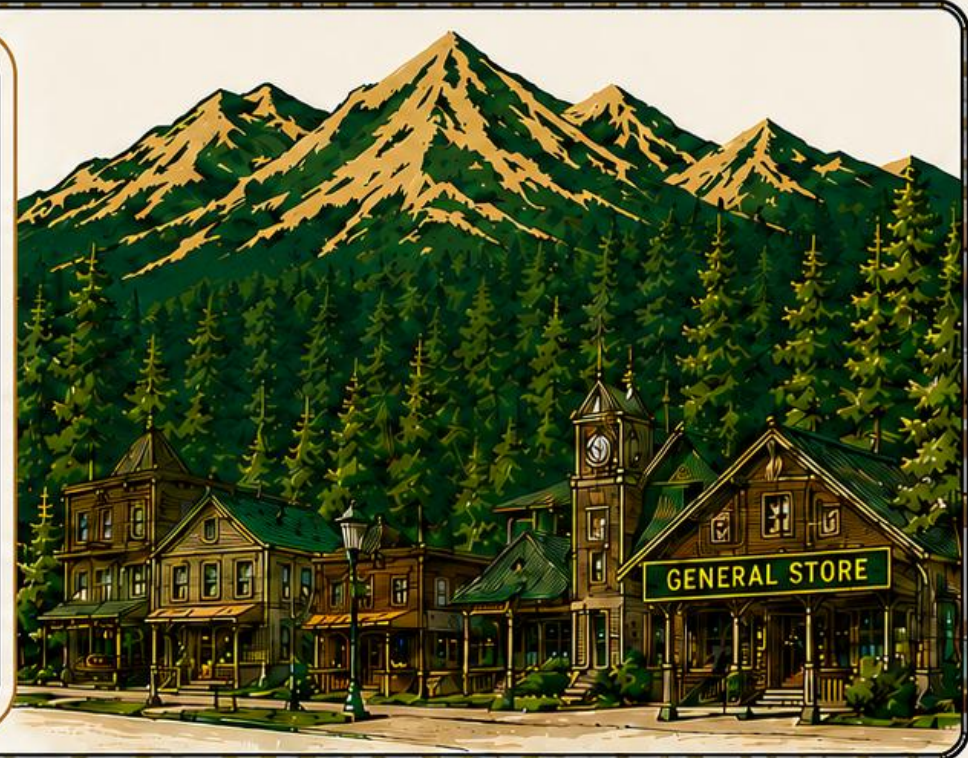



Grass Valley

Nevada City

Truckee

Unincorporated



Key Takeaway



Nevada County's economic development work supports both incorporated communities and unincorporated areas across the region.



Five Economic Development Action Plan Goals

Strategic goals to strengthen our local economy and build a resilient future



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Grow-from-within



Business startup, retention, recruitment and expansion



Economic development support and investment



Visibility of the County and its assets



Additional tools to support local business growth



Focus Areas



Key areas of focus to support economic growth and community resilience.



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Economic strategy, partner convening



Business, entrepreneurship, workforce



Tourism, film, recreation



Broadband and infrastructure



Policy, finance, initiatives, and grants



Economic Development Opportunities

At Donner Summit



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◆ Engagement with community and Donner Summit Assn.



◆ Tourism – update support of DSA website



◆ Soda Springs Outdoor Visitor Center



◆ Broadband



◆ Donner Lodge



Nevada County Economic Development Challenges

Key constraints affecting long-term growth



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Workforce
Housing and
Affordability



Workforce
Availability and
Talent Retention



Infrastructure
limitations



Wildfire and
Climate
Resilience



Soda Springs / Donner Summit Economic Challenges

Localized challenges shaping year-round viability



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Extreme Seasonality



Transportation and Weather Isolation



Limited Workforce Housing



Reduced Year-Round Population Base



Infrastructure and Utility Vulnerability



Key Takeaway

Seasonality, isolation, housing constraints, and infrastructure vulnerability shape the Summit's economic conditions.





Our Approach: Linking Two Strategic Lenses

Economic Vitality + Community Enrichment



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Economic Vitality



Enhance year-round amenities.



Strengthen year-round business.



Increase opportunity for visitor spend.

DSA Impact:

+

Community Connectivity

+

Shared Benefits

=

Catalyst Project



Community Enrichment



Provide a third space for connection.



Expand recreation on the Summit.



Increase opportunity for visitor engagement.



Applications and Criteria



How Nevada County dispensary applications are evaluated

Applications will be scored according to a set of criteria developed by the evaluation committee with the support of the County's Cannabis Compliance department.

1



Firm's qualifications

- Relevant professional experience
- Cannabis operations track record

2



Operator's qualifications

- Business structure clearly defined
- Key member bios provided

3



Financial interest

- Owners and investors disclosed
- Lenders and profit-shares listed

4



Operations plan

- Proposed hours and access
- Inventory and sales management

5



Security plan

- Staff safety procedures
- Security training and education

6



Labor & Employment plan

- Hiring and training practices
- Effective employment standards

7



Neighborhood compatibility and enhancement

- Fits local character
- Community benefits and local products



Goal: identify operators that are qualified, compliant, community-minded, and compatible with Nevada County's expectations.





Why Soda Springs?

Selected as a potential rural-center location

From DSA FAQs • Public Meeting • May 21



Nevada County recognizes the legal cannabis industry as an economic development opportunity.



1 Current County Context



Current dispensary businesses in Nevada County are in the incorporated towns of Grass Valley and Nevada City.



2 Resolution 24-594



Resolution 24-594 authorizes potential cannabis dispensary businesses in Soda Springs and North San Juan.



3 Why These Places



Nevada County's unincorporated areas lack access to legal walk-in retail service.



4 What It Means for Soda Springs



Soda Springs is an important part of a broader rural economic development strategy, not a stand-alone exception.



Bottom line

Soda Springs is in the conversation because Nevada County sees it as an underserved rural center with potential for legal access and economic activity.





Schematic Project Timeline

Nevada County Cannabis Dispensary

Illustrative pathway for a retail dispensary in unincorporated Nevada County — ground-up project with optional change-of-use path.

Conceptual timeline only — actual durations and permit requirements vary by site and jurisdiction.



Illustrative Schedule

General timing — durations vary by project.

Timeline driven by applicant after award by committee.

1 Site Due Diligence & Pre-Application



2 Dispensary Application



3 Planning / Use Permit



4 Change of Use (Existing Building)



5 Building Permit & Construction Documents



6 Construction or Tenant Improvements



7 Operating Approvals



8 State License, Final Inspection & Opening



Typical Timing Notes



Ground-up projects usually take longer than reuse of an existing building.



State licensing follows local authorization.



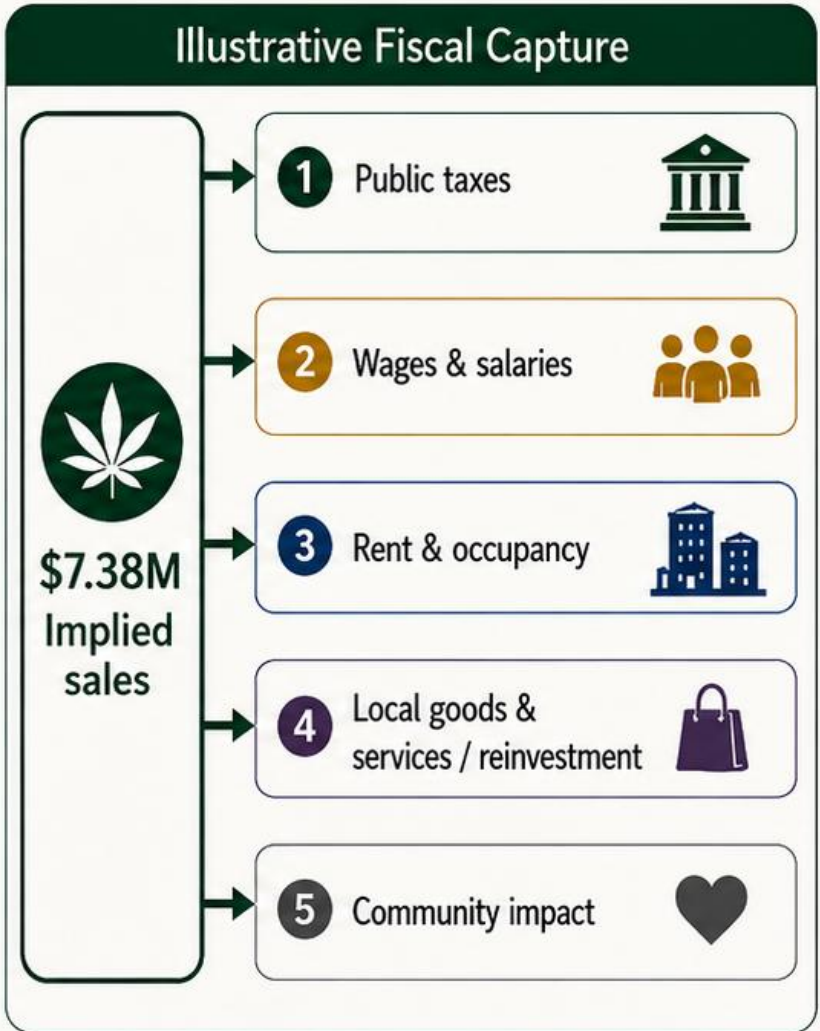
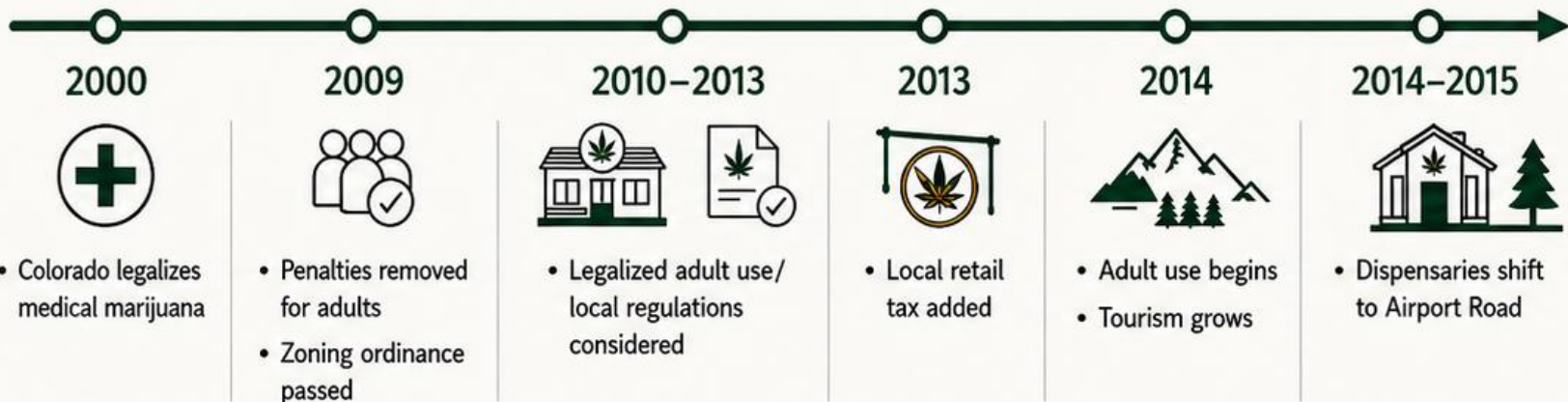
Early site screening can prevent costly delays.

Plan early. Coordinate with Nevada County early and often. Stay compliant. Build responsibly.



Breckenridge Cannabis History & Economic Lessons

A precedent for mountain communities evaluating visitor-serving retail, public benefit, and district character.



Key Lesson

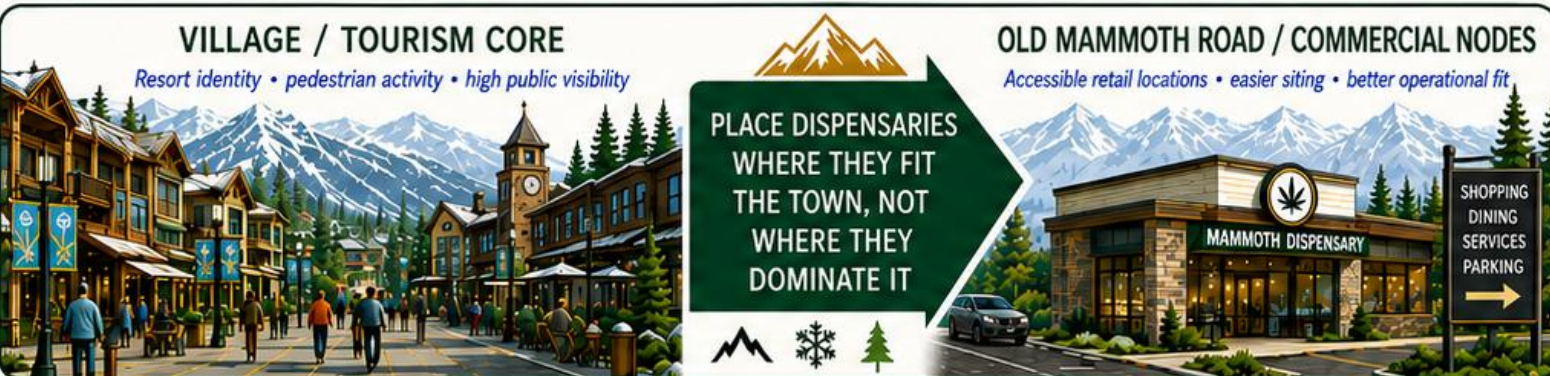
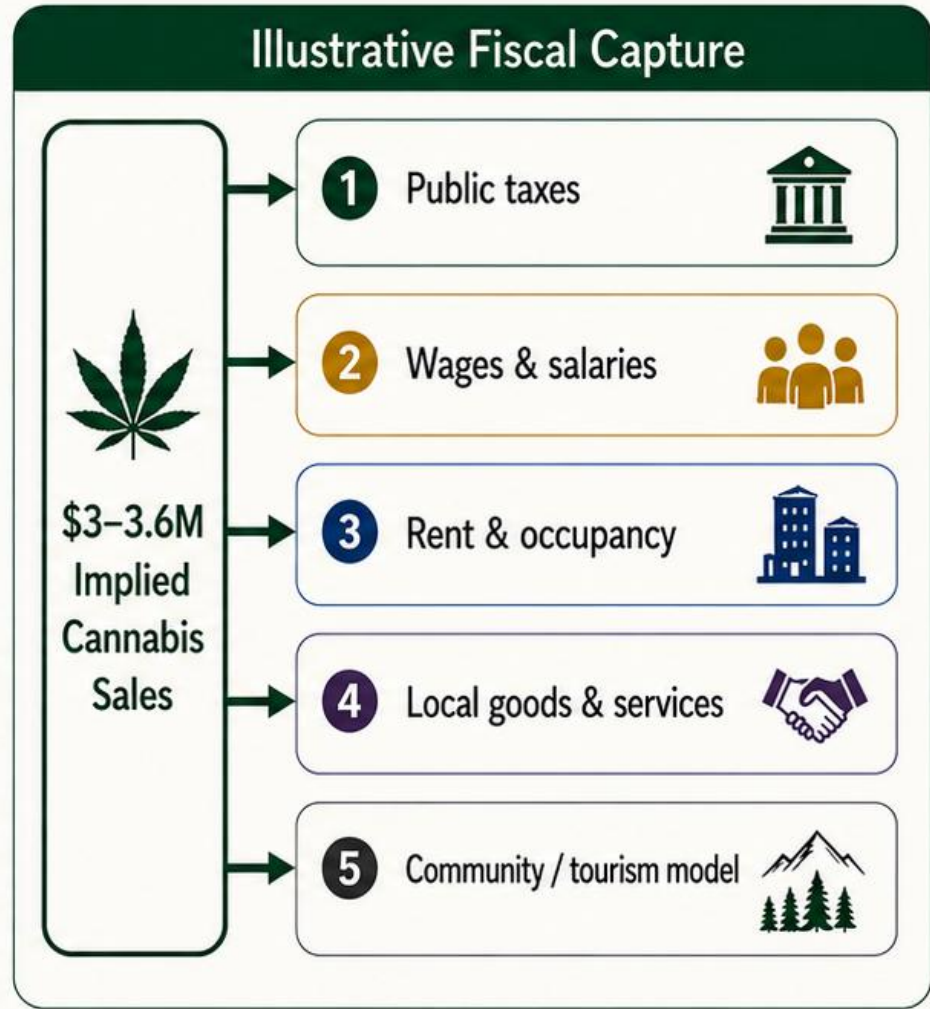
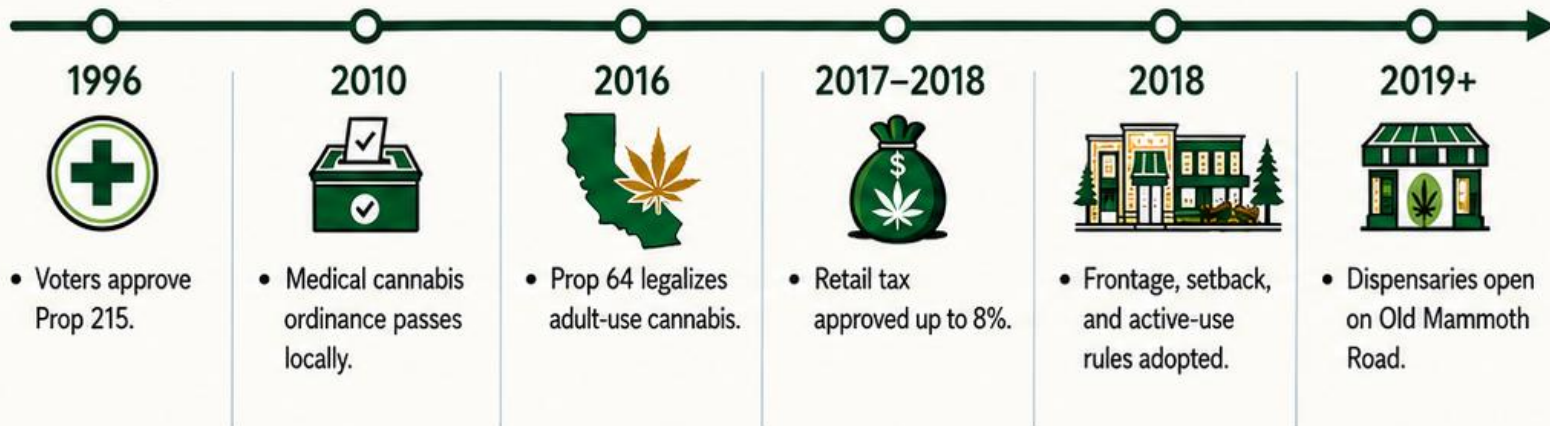
Tourism is the primary engine. Cannabis works best as a regulated, visitor-serving business that recirculates spending through taxes, wages, rent, and community priorities.





Mammoth Lakes Cannabis History & Economic Lessons

A precedent about local regulation, tourism finance, and carefully managed retail siting.

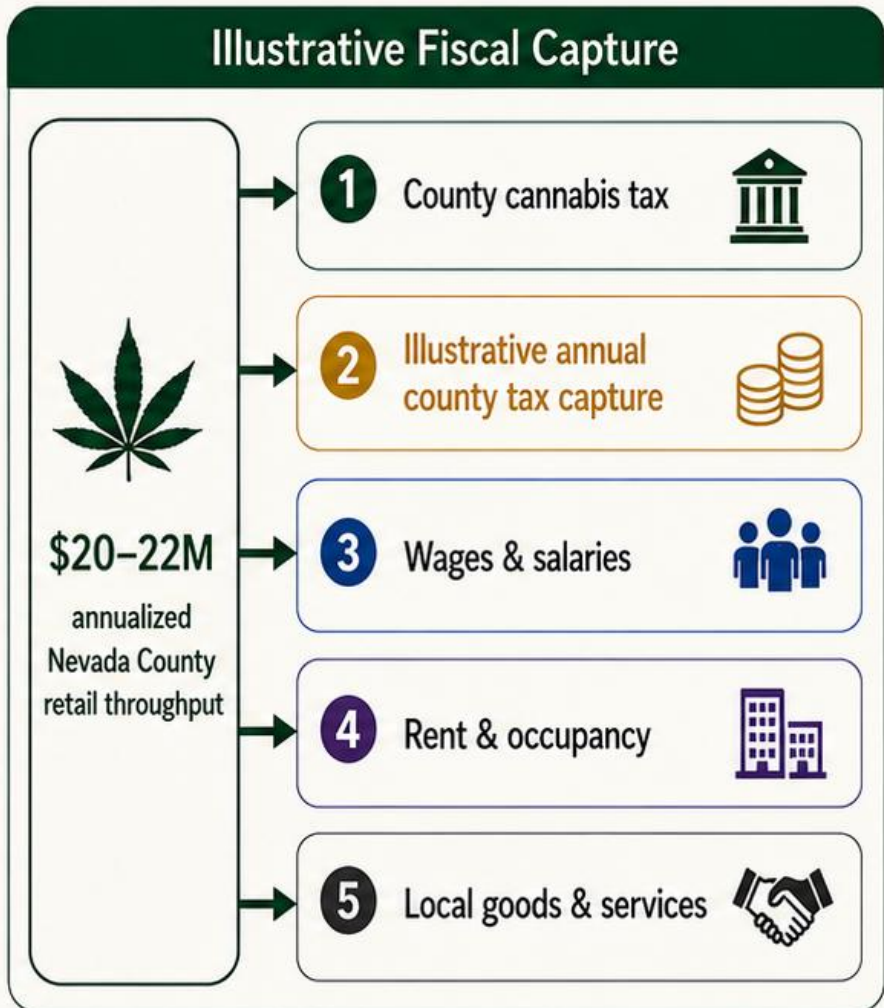
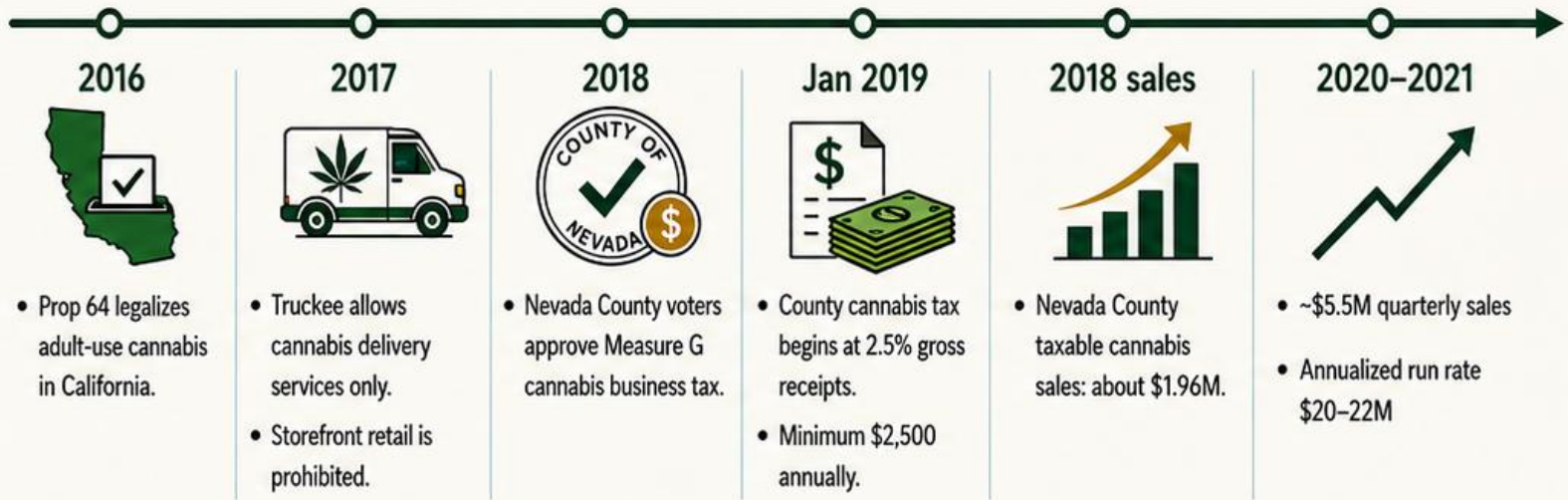


Key Lesson

Mammoth Lakes shows how a resort community can permit cannabis, tax it, and design for compatibility — keeping tourism, active frontage, and public benefit at the center of the strategy.



Nevada County / Truckee Cannabis History & Economic Context



TRUCKEE / DELIVERY-ONLY
Tight control • no storefronts • limited direct retail capture

UNINCORPORATED NEVADA COUNTY
Broader commercial framework • gross receipts tax • stronger local capture

LOCAL CONTROL SHAPES REVENUE CAPTURE

Key Lesson

Nevada County's broader county framework can generate measurable local fiscal capture from cannabis retail throughput, while Truckee's delivery-only model emphasizes control and limited direct retail revenue.

For Comparison: Town of Truckee, CA

Cannabis policy, tax structure, and local economic role



CONTEXT

- Only medical and adult-use delivery allowed.
- Delivery needs use permit and license.
- No storefronts, cultivation, manufacturing, or testing.



TAX

- No local cannabis business tax.
- General taxes: 13% TOT, 9% sales.
- County gross-receipts tax applies only outside of Truckee.



ECONOMIC IMPACT

- Delivery-only limits visitor-facing economic activity.
- No storefront model to capture spending.
- Cannabis functions as convenience service, not catalyst.










Key Lesson

Truckee's model prioritizes control over tax capture. By allowing only delivery and prohibiting storefront retail, the Town has created a tightly managed cannabis framework with limited visibility, limited local revenue, and limited broader economic spillover.



What Is Allowed in This Jurisdiction?

Cannabis activity, tax, and impact comparison

Activity	Breckenridge	Mono County (uninc.)	Town of Mammoth Lakes
 Retail storefront	✓ Allowed	✓ Allowed	✓ Allowed
 Delivery	? Not specified	✓ Allowed	✓ Allowed
 Cultivation	✗ Prohibited	⊖ Allowed (limited)	⊖ Allowed (limited)
 Manufacturing	✗ Prohibited	✓ Allowed	✓ Allowed
 Distribution	? Not specified	✓ Allowed	✓ Allowed
 Tax	5% local excise 25.975% total retail tax	Retail: 4% gross receipts Distribution: 2% Manufacturing: 2.5% Cultivation: canopy tax	Up to 8% retail Up to 4% other uses
 Impact	≈ \$7.4M implied annual cannabis sales	Not specified publicly	≈ \$3–3.6M implied annual cannabis sales

LEGEND:



Allowed



Allowed (limited)



Not specified



Prohibited

























TAKEAWAY: Breckenridge and Mammoth Lakes show visitor-facing cannabis models with measurable revenue, while Mono County permits a broader mix of cannabis activities in the unincorporated area.



What Is Allowed in These Jurisdictions?

Cannabis activity, tax, and impact comparison

Activity	Town of Truckee	Nevada City	Grass Valley
 Retail storefront	 Prohibited	 Allowed (limited)	 Allowed (limited)
 Delivery	 Allowed	 Allowed (limited)	 Allowed (limited)
 Cultivation	 Prohibited	 Allowed (limited)	 Allowed (limited)
 Manufacturing	 Prohibited	 Allowed	 Allowed
 Distribution	 Prohibited	 Allowed	 Allowed
 Tax	No local cannabis excise published	Measure F: up to 8% retail, 6% other, \$7/sf canopy	Initial tax: 4% retail / delivery, 2% other, canopy tax + potency surtax
 Impact	Delivery-only model; no public local revenue figure	> \$3M tax since 2017; 17 permitted businesses (2023)	2 active operators publicly noted; revenue not separately published

LEGEND:



Allowed



Allowed (limited)



Not specified



Prohibited









TAKEAWAY: Nevada City and Grass Valley permit a broader range of local cannabis activity, while Truckee remains a delivery-only market.



What Is Allowed in This Jurisdiction?

Cannabis activity comparison

Activity	CA State	Nevada County (uninc.)	Town of Truckee
 Retail storefront	✓ Allowed	⊖ Allowed (2 authorized as of Nov 2024)	✗ Prohibited
 Delivery	✓ Allowed	✓ Allowed	✓ Allowed
 Cultivation	✓ Allowed	⊖ Allowed (limited)	✗ Prohibited
 Manufacturing	✓ Allowed	? Not specified	✗ Prohibited
 Testing	✓ Allowed	? Not specified	✗ Prohibited
 Distribution	✓ Allowed	✓ Allowed	✗ Prohibited

LEGEND:



Allowed



Allowed (limited)



Not specified



Prohibited



TAKEAWAY: Nevada County allows a broader set of cannabis activities than the Town of Truckee, where **only delivery** is allowed.





Recreation + Commerce Strengthens Economy

How rural recreation economies build staying power



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1. Retail Complements Recreation

- Recreation draws visitors and residents
- Restaurants, cafes, lodging, wellness services, events and gathering spaces help visitors stay, return and spend locally



2. Recreation is an Economic Driver

- Outdoor recreation is a major U.S. economic sector
- \$81 billion annually generated in California alone



3. Regional Opportunity

- In mountain towns, dispensaries can function as complementary businesses in a broader outdoor economy
- Truckee/Tahoe: ~\$5B visitor spending; supports regional jobs



4. Dispensary Business Examples

- **Breckenridge:** Up to 90% of customers are tourists, with tax revenue supporting needed community infrastructure
- **Mammoth:** Cannabis businesses contributed to year-round jobs, visitor spending and local tax revenue



Key Takeaway

Outdoor recreation creates the foundation. Complementary businesses — including potential cannabis retail — can strengthen that ecosystem by adding visitor activity, local spending, and year-round vitality.





Benefits

What is the economic benefit?

From DSA FAQs • Public Meeting • May 21



1 Storefront Advantages



- Customers can talk with a specialist about products.



- Storefronts can support education about cannabis use and abuse.



- A storefront is generally a stronger local economic driver than delivery only.

2 Security



- A storefront can provide a higher level of security for employees and customers than a delivery model.



3 Tax Context



- California excise tax: 15% of retail sales.



- Nevada County tax under Ordinance 32456: 2.81% of gross receipts, with a \$2,500 annual minimum.



- Large tax windfalls are not necessarily expected.



4 Community Benefit Reality



- County cannabis taxes go to the County General Fund.



- Funds are not automatically returned to Donner Summit.



- County staff and the Board may still advocate for Summit projects.



- Permit applications will be judged in part on community benefits, programs, and partnerships.



5 Potential Local Impacts



- Visitor spending opportunities.



- Year-round employment.



- Tangential activity such as cannabis-related events.



- A possible trickle-down effect that makes Soda Springs more attractive for other businesses.



Important takeaway

The clearest benefits are local spending, jobs, and community-benefit commitments — not necessarily large automatic tax returns to Donner Summit.



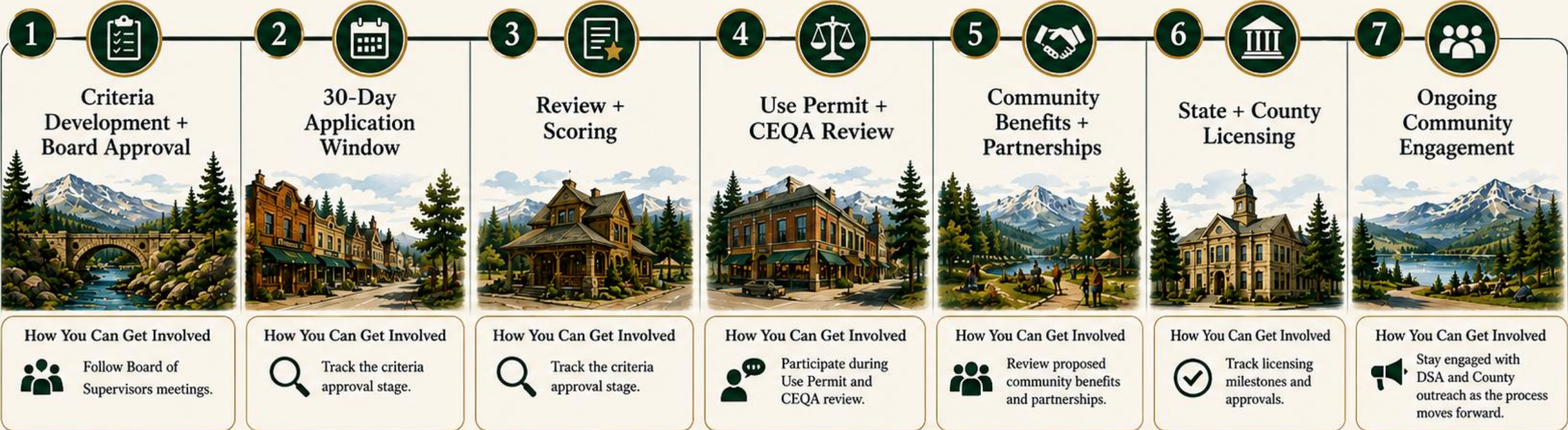


What's Next

Permit Timeline + Public Input Opportunities



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Why this matters

The next phase is not only about timeline milestones — it is also about when and how community voices can influence the process.





<https://forms.gle/5DRoZ1eALzLCUJKy8>



Discussion, Q&A & Community Input

🕒 20 minutes

Community conversation on future opportunity



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1 Community Values



- What values should guide future economic opportunity conversations on Donner Summit?



2 Opportunities + Concerns



- What potential benefits and concerns matter most to you as this process moves forward?



3 Future Process



- How should DSA and the community continue this conversation in a constructive and transparent way?



Thank you



Your input helps shape not only this conversation, but the framework for how future economic development discussions can happen on Donner Summit.

