

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Thomas M. Miller, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: June 27, 2006

SUBJECT: Approve North Lake Tahoe Resort Association's Proposed Expenditure of Budgeted Infrastructure Funds.

Action Requested

Approve the North Lake Tahoe Resort Association's expenditure of budgeted infrastructure funds for the Olympic Bike Trail Signage and the North Tahoe Performing Arts Center sound and lighting enhancements in the amount of \$160,000.

Background

In 1996 voters in Eastern Placer County approved a two percent increase in the Transient Occupancy Tax (TOT), which could fund focused infrastructure, transportation, visitor services and marketing improvements in that area. To administer these programs, Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association. This agreement requires NLTRA to receive approval from the Board of Supervisors prior to expenditure from the infrastructure portion of the agreement budget.

The Resort Association's Infrastructure Committee and Board of Directors have determined that the following projects are consistent with the Resort Association's Tourism and Community Development Master Plan. This Plan was approved by the Board of Supervisors in July 2004. Therefore, the following NLTRA infrastructure expenditures are being recommended for approval.

Brief Project Descriptions / Funding Request by Project:

Olympic Bike Trail Signage- \$ 10,000

The West Shore Association, a non-profit business organization, has taken the lead on restoring the legacy of historic Nordic ski trails used during the 1960 Winter Olympics. The Association has also worked recently through community fund-raising and with California State Parks and the State Parks Foundation to fund specialized grooming equipment to maintain the trails. Co-located on public properties in Placer and El Dorado County, the next restoration phase will provide interpretive and directional signage, trail improvement and museum display case remodeling. The project is

expected to enhance tourism on a year-round basis for the entire area, therefore accomplishing those public interest objectives delineated in the Tourism and Community Development Master Plan.

North Tahoe Performing Arts Center Sound and Lighting Enhancements - \$150,000

Part of a \$50 million dollar North Tahoe High School and Middle School campus reconstruction effort, the Performing Arts Center is a 550-seat facility that will be available for various community events and performances. Local community groups recently identified a list of sound and lighting enhancements that would significantly improve the quality of event experience. The enhancements have been determined by Tahoe Truckee Unified School District staff to be within the scope of environmental documentation already completed on the larger project. While this facility will not substitute for the larger facility envisioned as part of the Resort Association's Master Plan, it will provide interim immediate opportunities for lectures, music and theatrical performances, as well as supplement a future facility. This accomplishes those public interest objectives delineated in the Tourism and Community Development Master Plan.

Fiscal Impact: The funding described above would come from the Resort Association's County Agreement FY 2005-2006 budget funds designated for infrastructure improvements. There are sufficient funds remaining within this budget category to cover the amount of the requested expenditure approval.

Environmental Analysis: The Board of Supervisor's approval of the NLTRA's expenditure funding contributions to these infrastructure projects is categorically exempt from CEQA per Section 15061, which provides a general rule that if an activity does not have the potential to cause a significant environmental effect, it is exempt from CEQA. The specific projects were and continue to be evaluated under CEQA by the corresponding lead agencies.

Recommendation: Approve NLTRA's expenditure of infrastructure funds for the Olympic Bike Trail Signage and the North Tahoe Performing Arts Center sound and lighting enhancements in the total amount of \$160,000. The recommended projects represent the cooperation of multiple agencies and funding partners and the expenditure will result in significant improvements to the as-built environment at North Lake Tahoe. The projects recommended for funding are consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.