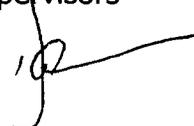




**MEMORANDUM**  
**COUNTY OF PLACER**  
**Office of Economic Development**

175 Fulweiler Avenue, Auburn, CA 95603-2133  
(530) 889-4016 • Fax:(530) 889-4095

**DATE:** April 3, 2007  
**TO:** Honorable Board of Supervisors  
**FROM:** David Snyder, Director   
**SUBJECT:** **Receive two Main Street Program Update Presentations a) Tahoe City Downtown Association and b) North Tahoe Business Association (Kings Beach)**

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**ACTION REQUESTED**

Receive two Main Street Program Update Presentations a) Tahoe City Downtown Association and b) North Tahoe Business Association (Kings Beach).

**BACKGROUND**

The Placer County Redevelopment Agency provides financial assistance to the North Tahoe Business Association (NTBA) and the Tahoe City Downtown Association (TCDA), for implementation of the Main Street Programs in Tahoe City and Kings Beach/Tahoe Vista, respectively.

Today you will hear presentations from: Kelly Atchley, Executive Director, Tahoe City Downtown Association regarding the Tahoe City Main Street Program and Pam Jahnke, Executive Director, North Lake Tahoe Business Association regarding the Kings Beach/Tahoe Vista Main Street Program.

The Main Street Programs continue to be successful in helping to engage businesses, property owners and citizens in the planning and implementation of programs and events that benefit the community economically and socially.

**ENVIRONMENT IMPACT - None**

**FISCAL IMPACT**

Financial assistance in the amount of \$60,000 for each Main Street Program is provided by the Redevelopment Agency Budget for Fiscal Year 06-07.

