

**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:** September 18, 2007

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

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**Action Requested**

Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds for interpretive signage in the Lake Tahoe Maritime Museum in the amount of \$250,000.

**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 project is consistent with the Resort Association's Tourism and Community Development Master Plan. This Plan was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditure is being recommended for approval.

**Brief Project Description / Funding Request:**

**Lake Tahoe Maritime Museum Interpretive Signage- \$250,000**

The recommended Infrastructure Fund expenditure will fund interpretive exhibit and display infrastructure housed in the 5,800 square foot Tahoe Maritime Museum now under construction in Homewood, scheduled to open in May 2008. The Tahoe Maritime Museum is a 501(c) 3 non-profit organization founded in 1987 to preserve and present Lake Tahoe's maritime history. Other project funding sources include more than \$3 million in public grants and private monetary gifts, including a pending grant from the California Cultural and Historical Endowment. The total project cost is \$3.9 million.

The planned facility will resemble an old boathouse with wood and stone exterior and replaces the museum's former home in a converted motel. It will showcase rotating exhibits of restored wooden boats and maritime artifacts from Lake Tahoe's past. The exhibit components planned for TOT funding are high quality interactive exhibits celebrating the region's rich maritime history and includes supporting structures for boats and artifacts, signage, audio visual equipment, ramps, platforms, and railings. In addition to displays, the museum will house a library, classroom and community meeting room that will host various events, including lectures. Your Board's allocation of Placer County TOT funds will also allow for a naming opportunity associated with the funded exhibits and display. Ongoing operation and maintenance of the facility will be funded through admission and tour fees, museum store revenue, membership, special event and endowment campaign income.

**Fiscal Impact:** The funding described above would come from the Resort Association's County Agreement FY 2007-2008 budget funds designated for infrastructure improvements. There are sufficient funds available 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 contribution to this infrastructure project 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 a interpretive signage within the Lake Tahoe Maritime Museum in the amount of \$250,000. The recommended project represents the cooperation of multiple agencies and funding partners and the expenditure will result in significant improvements to the tourism infrastructure at North Lake Tahoe. The project recommended for funding is consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.

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