

PLACER COUNTY

REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board
FROM: Rich Colwell, Chief Assistant CEO–Redevelopment Director *REC*
Rae James, Deputy Director
DATE: October 23, 2007
SUBJECT: Approve a Services Agreement between the Redevelopment Agency and the Tahoe City Downtown Association in the Amount of \$65,000 and Authorize the Chief Assistant CEO–Redevelopment Director or Designee to Execute the Contract Subject to the Review of Agency Counsel.

ACTION REQUESTED: Approve a services agreement between the Redevelopment Agency (Agency) and the Tahoe City Downtown Association (TCDA) in the amount of \$65,000 and authorize the Chief Assistant CEO–Redevelopment Director or designee to execute the contract subject to the review of Agency Counsel.

BACKGROUND: The TCDA was originally established to provide support for local business marketing. However, the Agency, residents, and businesses encouraged the association to expand its role and work closely with the County in support of the Tahoe City Business Expansion/Attraction Strategy. As the business strategy has gained momentum, the TCDA has taken on a larger role in motivating the community to participate in the creation of a Main Street Program and support the regional expansion of visitor services. In the past year, the association has expanded its activities in organizing and assisting special events, such as a Classic Car Show, multiple community concerts at Commons Beach, a harvest festival, and an ongoing farmers market. The organization completed a community needs assessment survey and sponsored multiple public forums on key local community revitalization projects and issues. They also produced a local walking map and launched a shop local gift card campaign.

In the upcoming year, the TCDA proposes to continue to build its organization and expand its membership participation in numerous activities of community benefit. Specific areas proposed for increased activity in the coming year are marketing, newsletter production, and continued participation, facilitation, and community education on timely local community revitalization issues. Also, the TCDA will continue efforts for the establishment of a local business improvement district or assessment district. In addition, the association proposes to coordinate efforts for important community improvements such as the Historic Tahoe City Walking Trail and the Tahoe City Gateway project. The association will continue to operate following the Main Street model.

In 2006, your Board approved a services agreement with the TCDA in the amount of \$60,000. As the TCDA continues pursuing its goals and expanding its activities, the Agency proposes to increase its grant to \$65,000. A copy of the 2008 services agreement is attached.

FISCAL IMPACT: The Agency has sufficient North Lake Tahoe Tax Increment Funds budgeted for this action. There will be no impact on the County's General Fund.

RECOMMENDATION: Approve a services agreement between the Agency and the TCDA in the amount of \$65,000 and authorize the Chief Assistant CEO–Redevelopment Director or designee to execute the contract subject to review by Agency Counsel.

Attachment: Services Agreement

cc: Karin Schwab, Agency Counsel

CONTRACT/AGREEMENT
FOR REVIEW ONLY AT
THE CLERK OF THE BOARD