

**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:** May 24, 2011

**SUBJECT:** North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds toward the advancement visitor-serving capital projects.

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**Action Requested**

Approve the North Lake Tahoe Resort Association's proposed expenditure of up to \$45,000 to prepare a conceptual analysis of alternatives for former Tahoe City Fire Station at Commons Beach in Tahoe City, subject to inclusion of tasks identified in this staff report.

**Background**

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association to provide transportation and infrastructure project development and tourism marketing and visitor information services. The agreement is funded with general fund Transient Occupancy Tax dollars and requires Board of Supervisors approval prior to expenditure from the infrastructure portion of the agreement budget.

The Resort Association's Infrastructure Committee and Board of Directors have voted to recommend that the County Executive Office carry forward the following projects for approval by your Board. In doing so, they affirm that the projects are consistent with the Resort Association's Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditures are being recommended by the County Executive Office for approval.

**Brief Project Description / Funding Request:**

**Commons Beach Alternatives Analysis- \$45,000**

This allocation would fund up to \$45,000 of an estimated \$56,000 project to prepare a conceptual analysis of alternatives for the westerly portion of Commons Beach in Tahoe City, for determination of potential property uses once the North Tahoe Fire Protection District vacates the Tahoe City Fire Station building, which is expected later this calendar year. Commons Beach is held in trust by Placer County and managed and operated by the Tahoe City Public Utility District.

As required in the FY 2010-2011 Placer County-North Lake Tahoe Resort Association Agreement, the Resort Association will enter into an agreement and scope of work with the Tahoe City Public Utility District. Staff recommends that the scope of work include the following non-exclusive list of tasks:

- The project will result in a broad range of conceptual alternatives for west Commons Beach all of which will seek to attain goals as set forth in the initial dedication of the facility in 1872 by President Ulysses S. Grant, as well as more contemporary documents, such as the Tahoe City Public Utility District-prepared Commons Beach Strategic Plan and the Resort Association's Tourism and Community Investment Master Plan.
- Project concepts will be analyzed for long term capital and operations and maintenance costs, including identification of potential funding sources and responsible agencies and organizations.
- The analysis will be managed by the Tahoe City PUD under the direction of a steering committee consisting of representatives from Placer County, the Resort Association, California Tahoe Conservancy and local non-profit organizations.
- Public input will be sought through a variety of means once a range of alternatives is developed.

**Fiscal Impact:** The funding described above would come from Transient Occupancy Tax funds currently held for the purpose of Tahoe area capital project implementation in the County Treasury. There are sufficient funds available within this fund to cover the amount of the requested expenditure approval.

**Environmental Analysis:** The Board of Supervisors' approval of the NLTRA's 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 project will be evaluated under CEQA by the corresponding lead agencies.

**Recommendation:** Approve the North Lake Tahoe Resort Association's proposed expenditure of up to \$45,000 to prepare a conceptual analysis of alternatives for former Tahoe City Fire Station at Commons Beach in Tahoe City, subject to inclusion of tasks identified in this staff report.

The recommended project represents the cooperation of multiple agencies and funding partners and the expenditure has the potential to lead to 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.