

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: April 9, 2013

SUBJECT: North Lake Tahoe Resort Association – Tourism and Community Investment Master Plan Update, Resource Studies

Action Requested

- I. Approve a proposed North Lake Tahoe Resort Association infrastructure account expenditure for preparation of two resource studies to provide data for updating the North Lake Tahoe Tourism and Community Investment Master Plan in the amount of \$6,200.

Background

Placer County has entered into an annual contract with the North Lake Tahoe Resort Association to provide transportation and infrastructure project development and tourism marketing and visitor information services. The contract 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 project for approval by your Board. In doing so, they affirm that the project is 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 expenditure is being recommended by the County Executive Office for approval.

The recommended project 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.

Brief Project Description / Funding Request:

Master Plan Resource Studies-\$6,200

The funding requested is necessary to prepare two resource study reports to assist in the process of updating the Board of Supervisors approved 1995 and 2004 Master Plans into a 2013 North Lake Tahoe Tourism Development Master Plan. With the recent renewal of the Transient Occupancy Tax measure, this revised Master Plan, which is updated through annual work plans, will provide Resort Association direction for the next ten years.

One resource study report to be revised is existing *Economic Significance of Travel to the North Lake Area 2003-2008*. The revised report will include detailed estimates of travel spending, the employment and earnings generated by this spending, and travel-generated tax receipts from 2008-2013. The cost for consultant preparation is \$24,500.

The second resource study report will update the situational analysis section in the Master Plan. The study will review recent (2008 and 2011) visitor tracking and survey results for adequacy and summary; prepare current competitive analyses with other destinations; and a strategic discussion of North Lake Tahoe's destination competitiveness, including funding source comparisons. The cost for consultant preparation is \$5,200.

The total cost of the studies is \$29,700. Other funding sources for the studies are Resort Association Marketing (\$11,500) and Research and Planning (\$12,000) funds.

Fiscal Impact: The funding described above would come from Transient Occupancy Tax funds generated in the North Lake Tahoe area and currently held in the County Treasury for the purpose of capital project implementation in eastern Placer County. There are sufficient funds available to fund 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.