



**MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER**

TO: Honorable Board of Supervisors
FROM: David Boesch, County Executive Officer
By: Jennifer Merchant, Deputy County Executive Officer
DATE: January 20, 2015
SUBJECT: Presentation by the North Lake Tahoe Resort Association

Action Requested

Receive a presentation by the North Lake Tahoe Resort Association updating the Board regarding progress on an update to Placer County's Tourism Development Master Plan.

Background

In 1996 voters in Eastern Placer County approved a two percent increase in the Transient Occupancy Tax (TOT), which could fund infrastructure, transportation, visitor services and marketing improvements in the Tahoe area. Since that time, Placer County has authorized an annual agreement with the North Lake Tahoe Resort Association (NLTRA) to make recommendations to the Board of Supervisors regarding allocation of TOT revenues for funding infrastructure projects and various visitor services in the community and to implement marketing programs that benefit tourism development.

The Resort Association is under contract with Placer County in order to implement the County's Tourism Development Master Plan, and specifically to make recommendations regarding projects and programs that improve the eastern Placer County economic climate related to tourism. The last Master Plan was completed in 2004. The Resort Association has been working to update the document to include recent research and public input on marketing and other tourism development goals. The document will also assess the current visitor product, compare the area to its competitive set and make recommendations on future initiatives and projects to improve marketing, services and visitor infrastructure in the future. The presentation will include an overview of work completed to date, initial recommendations, and a timeline for public review and completion.

Fiscal Impact

There is no impact on the County's General Fund. Funding for current NLTRA activities, including studies and consultant contracts to develop the Tourism Development Master Plan, is provided through a Placer County agreement with the NLTRA in the amount of \$5,334,194.

