



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: October 20, 2015

SUBJECT: Presentation by North Lake Tahoe Resort Association – Fall/Winter 2015-16
Seasonal Marketing Strategies

Action Requested

Receive a presentation by the North Lake Tahoe Resort Association on its Fall/Winter 2015-16 Seasonal Marketing Strategies.

Background

On August 18, 2015 your Board approved a second amendment and restatement of the agreement between Placer County and the North Lake Tahoe Resort Association (Resort Association) for the Resort Association's services to promote tourism and make recommendations to your Board for the funding infrastructure projects to enhance the built environment in North Lake Tahoe communities. That agreement calls for the Resort Association to make a presentation to your Board in October of each fiscal year as to the organization's Fall/Winter seasonal marketing strategies.

Fiscal Impact

There is no net impact on the County's General Fund. The funding for the Resort Association's contract comes from Transient Occupancy Tax collected in eastern Placer County and was included in the FY 2015-16 Final Budget.

