



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer

TO: Honorable Board of Supervisors
FROM: David Boesch, County Executive Officer
By: Jennifer Merchant, Deputy County Executive Officer
DATE: April 19, 2016
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 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 presentation is a bi-annual report required as part of the Resort Association's contract for services with Placer County. It will include the following:

- Winter marketing update
- Summer marketing preview

FISCAL IMPACT

There is no impact on the County's General Fund. Funding for current Resort Association activities is provided through a Placer County agreement with the Resort Association in the amount of \$7,242,584.

