

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Bruce Kranz, Supervisor District 5

DATE: April 4, 2006

SUBJECT: COMMENDATION – Approve and present a Commendation recognizing The North Lake Tahoe Resort Association for its contribution and support of community infrastructure and tourism development in Eastern Placer County.

ACTION REQUESTED

Approve and present a Commendation recognizing The North Lake Tahoe Resort Association for its contribution and support of community infrastructure and tourism development in Eastern Placer County.

BACKGROUND

The North Lake Tahoe Resort Association is largely responsible for sustaining the economy and community character symbolic of the pristine environment associated with the Lake Tahoe area. Through the joint efforts of Placer County and the North Lake Tahoe Resort Association, tourism has increased and the myriad of North Lake Tahoe's indoor and outdoor recreational opportunities have flourished.

FISCAL IMPACT

None

COUNTY OF
Placer
Board of Supervisors

RESOLUTION

**In the matter of a Commendation recognizing
The North Lake Tahoe Resort Association for its
contribution and support of community infrastructure
and tourism development in Eastern Placer County.**

The following Commendation was passed by the Placer County Board of Supervisors this 4th day of April, 2006, all members present voting aye:

**Bill Santucci, District One; Robert M. Weygandt, District Two;
Jim Holmes, District Three; Edward "Ted" M. Gaines, District Four;
Bruce Kranz, District Five**

Whereas, The North Lake Tahoe Resort Association is celebrating its 10th year of community service as a non-profit public benefit corporation dedicated to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area; and

Whereas, The North Lake Tahoe Resort Association and Placer County, guided by jointly developed community-based Master Plan investment strategies, have entered into a mutually beneficial partnership to meet our shared community services and tourism development goals; and

Whereas, Over the course of 10 years the NLTRA Board of Directors, public committees and staff have carefully deliberated and made recommendations to the Placer County Board of Supervisors, \$10 million in infrastructure and transportation improvements in Squaw Valley, the West Shore, Tahoe City, Carnelian Bay, Kings Beach, Tahoe Vista and Northstar; and

Whereas, They have also lead successful annual marketing campaigns to generate additional Transient Occupancy Tax and other tourism spending and showcase the myriad of North Lake Tahoe's indoor and outdoor recreation opportunities; and

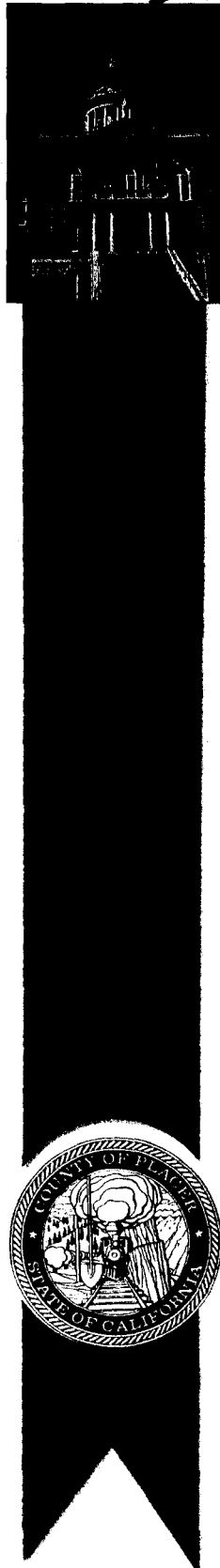
Whereas, In addition, they have supported various community needs such as the Boys and Girls Club, Workforce Housing Association of Truckee Tahoe, the Tahoe Truckee Watershed Council and various cultural and special events through area non-profits and business organizations; and

Whereas, As a result of their efforts, the community is a better place for visitors and residents; and

Whereas, Through continued efforts by the North Lake Tahoe Resort Association, a vibrant, diverse, tourism economy can be sustained in Eastern Placer County well into the future.

Now Therefore Let It Be Known That, on this 4th day of April, 2006, the Placer County Board of Supervisors does hereby recognize the North Lake Tahoe Resort Association for their contribution and dedication to sustaining the economy and community character of the diverse communities in eastern Placer County, and appreciates all of their contributions to improve those communities for the enjoyment of visitors and residents now and in the future.

Bill Santucci
Chairman



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