



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: January 24, 2017
SUBJECT: Presentation by the North Lake Tahoe Resort Association – FY 2016-17 Fall and Winter Marketing Strategies

ACTION REQUESTED

Receive a presentation by the North Lake Tahoe Resort Association updating the Board regarding progress on Placer County's 2015 Tourism Master Plan with emphasis on marketing goals identified in the 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 (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.

This 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:

- Fall marketing update
- Winter marketing update

FISCAL IMPACT

There is no impact on the County's General Fund. The funding from the Resort Association's contract comes from Transient Occupancy Tax collected in eastern Placer County and was approved by your Board in the FY 2016-17 Final Budget.

