



# MEMORANDUM

DATE: January 25, 2016

TO: Honorable Board of Supervisors

FROM: David C. Snyder

SUBJECT: Tahoe City Downtown Association Amendment to Agreement No. 13512

**ACTION REQUESTED:**

Adopt a Resolution authorizing the County Executive Officer to sign the First Amendment to the Agreement with Tahoe City Downtown Association; increasing the contract by \$10,000 for a total contract cost not-to-exceed \$85,000, funded by the Agency and Community Support at no net county cost.

**BACKGROUND:**

The Tahoe City Downtown Association (TCDA) is uniquely positioned to enhance and promote a vibrant and prosperous town center for Tahoe City residents and visitors. TCDA will expand efforts over the last six months of the current fiscal year to provide additional services and premier membership benefits to Placer County. Expanded services include:

1. Community Facilities District Formation Outreach - TCDA will maintain regular communications with consultants, area agencies, attend meetings, and develop a public outreach campaign for downtown Tahoe City property owners.
2. Revolving Loan Fund Creation - TCDA will expand partnership efforts to create a successful revolving loan program in North Lake Tahoe. TCDA will work with Tahoe City business community to learn specific needs and demands to build a viable program.
3. Fanny Bridge Revitalization Project Participation - TCDA will serve as an active participant in the Fanny Bridge Revitalization Project. TCDA will attend regular planning meetings to learn project updates and represent the Tahoe City business community. TCDA will continue targeted outreach and meetings with Tahoe City business owners to gather specific community input for this critical Tahoe City revitalization project.
4. Co-op Marketing with the West Shore Association - TCDA will expand and enhance overall marketing efforts of Tahoe City and the West Shore. Current media trade agreements have been substantially cutback in 2015-2016 and additional funding will allow TCDA to maintain current marketing communication levels necessary to promote Tahoe City and West Shore businesses, especially during Fanny Bridge Revitalization Project beginning in 2016.

**ENVIRONMENTAL IMPACT:**

These actions are for the approval of a services contract only. As such it does not constitute a project and is exempt pursuant to the California Environmental Quality Act Guidelines (CEQA) section 15061 (b)(3). Any subsequent projects as defined under CEQA that the TCDA or Placer County may perform are subject to CEQA.

**FISCAL IMPACT:**

Funding of \$10,000 to pay for costs related to formation of the Community Facilities District is included in the FY 2015-16 County Executive Office's Community and Agency Support budget.

Attachment 1 - Resolution Authorizing the County Executive to Sign Amendment

Attachment 2 - Exhibit A - Scope of Work

**Before the Board of Supervisors  
County of Placer, State of California**

In the matter of:

Resolution No: \_\_\_\_\_

**A RESOLUTION AUTHORIZING THE COUNTY EXECUTIVE OFFICER TO SIGN THE FIRST AMENDMENT TO THE AGREEMENT WITH TAHOE CITY DOWNTOWN ASSOCIATION; INCREASING THE CONTRACT BY \$10,000 FOR A TOTAL CONTRACT COST NOT-TO-EXCEED \$85,000, FUNDED BY THE AGENCY AND COMMUNITY SUPPORT AT NO NET COUNTY COST.**

The following **RESOLUTION** was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held on \_\_\_\_\_, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

\_\_\_\_\_  
Chair, Board of Supervisors

Attest:  
Clerk of said Board

\_\_\_\_\_  
**WHEREAS**, the Board approves the attached First Amendment to the Agreement with Tahoe City Downtown Association, increasing the contract by \$10,000 for a total contract cost not-to-exceed \$85,000.

**WHEREAS**, sufficient funds are available, funded by the Community and Agency Support at no net county cost.

**NOW, THEREFORE, BE IT RESOLVED**, that the Board of Supervisors approves the authorization of the County Executive Officer or Designee to amend the services contract between the Office of Economic Development and the Tahoe City Downtown Association in the amount of \$10,000.

## Scope of Work Exhibit A

- TCDA will expand efforts for the successful formation of a Communities Facilities District (CFD) in Tahoe City. TCDA will maintain regular communications with NBS consultants, the Tahoe City Public Utility District and Placer County, TCDA will attend regular planning meetings and TCDA will develop a public outreach campaign for downtown Tahoe City property owners to support the passage of this district.
- TCDA will expand partnership efforts to create a successful revolving loan program in North Lake Tahoe. TCDA will maintain regular communications with Placer County and other business organizations, TCDA will attend regular planning meetings and TCDA will outreach to the Tahoe City business community to learn specific needs and demands to build a viable program.
- TCDA will serve as an active participant in the Fanny Bridge Revitalization Project. TCDA will attend regular planning meetings to learn project updates and represent the Tahoe City business community. TCDA will continue targeted outreach and meetings with Tahoe City business owners (i.e. WYE area businesses) to gather specific community input for this critical Tahoe City revitalization project.
- TCDA will expand and enhance overall marketing efforts of Tahoe City and the West Shore. Current media trade agreements have been substantially cutback in 2015-2016 and additional funding will allow TCDA to maintain current marketing communication levels necessary to promote Tahoe City and West Shore businesses, especially during Fanny Bridge Revitalization Project beginning in 2016.
- **TCDA will offer Placer County Premier Membership & Sponsorship Benefits including:**
  - **Logo and business website link on the HOMEPAGE of [www.VisitTahoeCity.org](http://www.VisitTahoeCity.org), rotating with other TCDA Premier Members**
  - **Logo on ALL TCDA monthly ENewsletters, listed as "Premier Member"**
  - **Promotional support of Placer County special events through TCDA website and Social media (Facebook/Twitter/Instagram)**
  - **Unlimited event calendar listing of Placer County events**
  - **Unlimited Placer County events or articles in TCDA's monthly ENewsletters**
  - **Unlimited Placer County blog posts on TCDA's webpage**
  - **Opportunity for FREE special email blast (annually)**
  - **Verbal recognition at all TCDA signature events**
  - **Text listing and business website link on VisitTahoeCity.com, including a 40-word business description**
  - **Collateral distribution at TCDA office/outside rack card holder**
  - **Complimentary presence at one TCDA signature event, upon approval**
  - **Advocacy, leadership and support for downtown Tahoe City! Your support will make a difference!**