



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer

TO: Board of Supervisors DATE: June 22, 2021
FROM: Todd Leopold, County Executive Officer
By: Erin Casey, Principal Management Analyst
Nicholas Martin, Senior Management Analyst
SUBJECT: Approval of Business Associations' Contract Amendments

ACTION REQUESTED

1. Approve the attached contract amendment in the amount of \$50,000 to the Economic Development Services Agreement with the Tahoe City Downtown Association for the term ending June 30, 2021.
2. Approve the attached contract amendment in the amount of \$50,000 to the Economic Development Services Agreement with the North Tahoe Business Association for the term ending June 30, 2021.
3. Authorize the County Executive Officer or designee to execute the two contract amendments as attached to, and described in, this staff report.

BACKGROUND

At its May 5th Board of Directors meeting, the North Lake Tahoe Resort Association (Resort Association) approved funding requests from the Tahoe City Downtown Association ("TCDA") and the North Tahoe Business Association ("NTBA") in the amount of \$50,000 for each organization to assist with budget deficits because of the COVID-19 pandemic and associated additional work tasks. Both NTBA and TCDA have experienced significant financial challenges the past year due to the impact of the Pandemic on their revenue generation ability in the areas of events and membership.

Both organizations, including their boards, assisted the county with COVID response in the form of business-focused messaging, personal protective equipment distribution, small business loan assistance and promotion of the Placer Shares program as well as assisting with the initiation and development of the North Lake Tahoe Tourism Business Improvement District ("NLTTBID"). Both organizations' staff spent many hours in one-on-one meetings with businesses to address both COVID- and NLTTBID-related activities. These tasks were not included in the scope of work and therefore, were not eligible expenses for reimbursement in the existing contract with Placer County. The amended contracts include a revised scope of work to more accurately reflect work completed in partnership with the county and Resort Association and funds to compensate the TCDA and NTBA for that work.

FISCAL IMPACT

These actions would result in the reallocation of \$100,000 of Transient Occupancy Tax dollars (\$50,000 for each business association) from the Resort Association FY 2019-20 fund balance that would otherwise have been remitted back to the County General Fund.

ATTACHMENTS:

- A. Contract Amendment to the Economic Development Services Agreement with the Tahoe City Downtown Association
- B. Contract Amendment to the Economic Development Services Agreement with the North Tahoe Business Association

Attachment A

**AGREEMENT BETWEEN THE COUNTY OF PLACER AND
TAHOE CITY DOWNTOWN ASSOCIATION**

AMENDMENT NO. 1

CONTRACT NO: 13824
DEPARTMENT: County Executive Office
CONTRACTOR: Tahoe City Downtown Association
DESCRIPTION: Business Community Development and Promotional Services

This Agreement originally entered into on July 1, 2020 between the County of Placer, a political subdivision of the State of California (hereinafter "County") and **Tahoe City Downtown Association** (hereinafter "Contractor", collectively "Parties") is hereby amended as follows:

- **Section II, Payment**, is amended to reflect an increase of \$50,000 for a new aggregate total of \$150,000.

With the exception of the above, all other provisions of this contract are unchanged.

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COUNTY OF PLACER:

By: _____
Todd Leopold, County Executive Officer

Date: _____

TAHOE CITY DOWNTOWN ASSOCIATION

By: _____
Robb Olson, President

Date: _____

By: _____
Kylee Bigelow, Executive Director

Date: _____

Attachment B

**AGREEMENT BETWEEN THE COUNTY OF PLACER AND
TAHOE CITY DOWNTOWN ASSOCIATION**

AMENDMENT NO. 1

CONTRACT NO: 13824
DEPARTMENT: County Executive Office
CONTRACTOR: North Tahoe Business Association
DESCRIPTION: Business Community Development and Promotional Services

This Agreement originally entered into on July 1, 2020 between the County of Placer, a political subdivision of the State of California (hereinafter "County") and **North Tahoe Business Association** (hereinafter "Contractor", collectively "Parties") is hereby amended as follows:

- **Section II, Payment**, is amended to reflect an increase of \$50,000 for a new aggregate total of \$150,000.

With the exception of the above, all other provisions of this contract are unchanged.

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COUNTY OF PLACER:

By: _____
Todd Leopold, County Executive Officer

Date: _____

NORTH TAHOE BUSINESS ASSOCIATION

By: _____
Charlie Teran, President

Date: _____

By: _____
Alyssa Reilly, Executive Director

Date: _____