



**MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer**

TO: Honorable Board of Supervisors **DATE:** June 28, 2022
FROM: Jane Christenson, Acting County Executive Officer
BY: Stephanie Holloway, Principal Management Analyst
SUBJECT: North Lake Tahoe Resort Association – Annual Report and Destination Stewardship

ACTION REQUESTED

Receive an update from the North Lake Tahoe Resort Association on their first year operating the North Lake Tahoe Tourism Business Improvement District.

BACKGROUND

Developed by the North Lake Tahoe Resort Association, the NLTTBID is a benefit assessment district that provides a revenue stream to fund programs and services to benefit the community and mitigate tourism impacts. The NLTTBID includes lodging, restaurant, retail, activities, and attraction businesses located within the boundaries of the eastern portion of unincorporated Placer County. The Board of Supervisors officially established the NLTTBID through resolution on March 9, 2021 and on July 1, 2021 the North Lake Tahoe Tourism Business Improvement District (NLTTBID) officially began.

The first year of the NLTTBID has been a transitional year for the North Lake Tahoe Resort Association (NLTRA). A new organizational structure has been created and new committees are being formed as part of the Management District Plan. This includes a TBID Advisory, Zone 1 Advisory, and NLTRA (aka: TOT - Transient Occupancy Tax) Committee. The TBID Advisory and Zone 1 Committees make recommendations to the NLTRA Board on expenditures of TBID funds. In this first year, TBID funds have supported the July 3 and 4 Drone Shows, murals in Kings Beach, and lighting in Kings Beach and Tahoe City.

The TOT Committee will make recommendations to the Board of Supervisors on what has come to be known as “freed-up TOT”. These TOT dollars previously supported marketing for tourism via a contract with the NLTRA and are now designated for housing and transportation projects. This committee is still being established and is projected to meet and establish a framework this summer.

Based on emerging needs in the community, the NLTRA is also transitioning in their purpose from a more traditional destination marketing organization to a destination stewardship model. This has included creating stewardship educational materials and promoting safe and responsible travel practices. The NLTRA is also a partner in creating the Lake Tahoe Stewardship Destination Plan which will be a shared vision and decision-making framework for sustainable management of tourism and recreation throughout the entire Lake Tahoe and Truckee region.

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The NLTRA continues to collaborate with Placer County Executive staff on the CAP (Capital Projects Advisory) Committee. This committee makes recommendations to the Board of Supervisors on TOT expenditures for capital and infrastructure projects identified in the Tourism Master Plan. The TOT dollars that the CAP Committee recommends on come from the additional 2% TOT that is charged in North Lake Tahoe.

FISCAL IMPACT

This is an update and there is no impact to the General Fund.

ATTACHMENTS

None