

**MEMORANDUM**  
OFFICE OF THE  
COUNTY EXECUTIVE  
COUNTY OF PLACER

**TO:** Honorable Board of Supervisors  
**FROM:** Holly L. Heinzen, Interim County Executive Officer  
**DATE:** April 24, 2012  
**SUBJECT:** North Lake Tahoe Resort Association - Presentation

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**ACTION REQUESTED**

No action is requested at this time. This is an informational presentation by the North Lake Tahoe Resort Association regarding activities planned and underway consistent with the agreement between the Resort Association and Placer County.

**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 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.

The presentation today is informational only.

**FISCAL IMPACT**

There is no impact on the County's General Fund. Funding for current Resort Association activities is provided through a Placer County agreement with the Resort Association in the amount of \$5,430,703.

