

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: October 23, 2012

SUBJECT: North Lake Tahoe Resort Association – Holiday Lighting and Pilot Coordinated Skier Shuttle Service

Action Requested

- I. Approve two proposed North Lake Tahoe Resort Association infrastructure account expenditures for Holiday Lighting in Tahoe City and Kings Beach, \$18,000; and a pilot Coordinated Skier Shuttle service, \$65,900.

Background

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association to provide transportation and infrastructure project development and tourism marketing and visitor information services. The agreement is funded with general fund Transient Occupancy Tax dollars and requires Board of Supervisors approval prior to expenditure from the infrastructure portion of the agreement budget.

The Resort Association's Infrastructure Committee and Board of Directors have voted to recommend that the County Executive Office carry forward the following projects for approval by your Board. In doing so, they affirm that the projects are consistent with the Resort Association's Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditures are being recommended by the County Executive Office for approval.

The recommended projects have the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. The projects recommended for funding are consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.

Brief Project Description / Funding Request:

Pilot Coordinated Skier Shuttle Service- \$65,900

The funding requested will fund a portion of a one-year pilot Coordinated Skier Shuttle Service to provide additional bus service between lodging properties and ski resorts during peak winter weekends and holiday periods. The total project cost will be up to \$330,000. Ski resorts will provide 75 percent (\$247,000) of the total cost, lodging properties outside of Placer County will pay 5 percent (\$16,500), and the remaining 20 percent (\$65,900) is proposed to be funded on a one-time basis with Resort Association

TOT Infrastructure Project funding, for service within Placer County. Participating ski resorts are planned to include Squaw Valley, Alpine Meadows, Northstar-at-Tahoe, Homewood Mountain Resort, Sugar Bowl, Boreal, Donner Ski Ranch and Diamond Peak.

The Resort Association will contract with the Tahoe Transportation District who will be responsible for preparing Request for Proposals and negotiating a contract with the successful operator. The Truckee North Tahoe Transportation Management Association will manage the contract, including marketing to lodging providers and visitors. If the pilot service is successful, it will likely lead to the development of an ongoing peak season skier shuttle transit system, possibly increasing Infrastructure Account fund allocation to transit services on a permanent basis. The Resort Association uses agreed-to metrics to measure transit service success. No funds will be expended on the pilot program until all funding partners have committed to the agreed upon level of participation. Placer County is indemnified by all parties engaged in the management or provision of the skier shuttle service, as required in its contract with the Resort Association. The Resort Association is responsible for ensuring the manager and operator carry insurance with limits prescribed by Placer County.

Gateway Community Holiday Lighting Project- \$18,000

The requested funding would pay for installation of holiday lighting at the intersection of Hwy. 28 and Hwy 267 in Kings Beach and at the Tahoe City Wye. The Tahoe City Downtown Association and North Tahoe Business Association are partnering to create a more welcoming experience for visitors who arrive in North Lake Tahoe. Maintenance needs will be monitored this year to determine possible future program expansion and associated ongoing maintenance costs.

Fiscal Impact: The funding described above would come from Transient Occupancy Tax funds generated in the North Lake Tahoe area and currently held in the County Treasury for the purpose of capital project implementation in eastern Placer County. There are sufficient funds available to fund the amount of the requested expenditure approval.

Environmental Analysis: The Board of Supervisors' approval of the NLTRA's funding contribution to these infrastructure projects is categorically exempt from CEQA per Section 15061, which provides a general rule that if an activity does not have the potential to cause a significant environmental effect, it is exempt from CEQA.