

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Thomas M. Miller, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: October 24, 2006

SUBJECT: Approve the North Lake Tahoe Resort Association's Proposed Expenditure of Budgeted Infrastructure Funds.

Action Requested

Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds for Heritage Plaza improvements and Regional Wayfinding Signage RFP Preparation in an amount not to exceed \$87,255.

Background

In 1996 voters in Eastern Placer County approved a two percent increase in the Transient Occupancy Tax (TOT), which could fund focused infrastructure, transportation, visitor services and marketing improvements in that area. To administer these programs, Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association. This agreement requires NLTRA to receive approval from the Board of Supervisors prior to expenditure from the infrastructure portion of the agreement budget.

The Resort Association's Infrastructure Committee and Board of Directors have determined that the following projects are consistent with the Resort Association's Tourism and Community Development Master Plan. This Plan was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditures are being recommended for approval.

Brief Project Description / Funding Request:

Heritage Plaza- Up to \$75,000

The recommended Infrastructure Fund expenditure will fund a share of development a site in the lakeside core of downtown Tahoe City, adjacent to Commons Beach that was purchased with California Tahoe Conservancy and Placer County TOT funds in 2003. The property is owned by Placer County and

managed/operated by the Tahoe City Public Utility District. Following a lengthy community design process, the TCPUD selected a plan that includes lake access, plaza, lighting and picnic table improvements. The total project cost is approximately \$850,000, which is also being funded by the California Tahoe Conservancy (\$750,000), Tahoe City Rotary (\$25,000), and Placer County Redevelopment Agency (\$15,000).

Regional Wayfinding Signage RFP Preparation- \$12,255

The recommended Infrastructure Fund expenditure will provide the Resort Association with funding to hire a consultant to prepare a Request for Proposals for development of a guidelines manual for development of a Regional Wayfinding Signage Program. The manual will include development policies, design criteria, and approval and permitting procedures. The need for a clear, consistent visitor information signage program is called for in the Tourism & Community Investment Master Plan. Wayfinding signage will recognize recreation, points of interest and visitor information facilities. The program is expected to improve traffic and parking circulation by efficiently directing visitors, create a more identifiable regional image and improve the traveler experience.

Fiscal Impact: The funding described above would be allocated from the Resort Association's County Agreement FY 2006-2007 budget funds designated for infrastructure improvements. There are sufficient funds available within this budget category to cover the amount of the requested expenditure approval.

Environmental Analysis: The Board of Supervisor's approval of the NLTRA's expenditure funding contributions 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. Any resultant or proposed project was or will be evaluated under CEQA by the corresponding lead agencies.

Recommendation: Approve NLTRA's expenditure of infrastructure funds for Heritage Plaza improvements and Regional Wayfinding Signage Program RFP preparation in the total amount of \$87,255. The recommended project represents the cooperation of multiple agencies and funding partners and the expenditure will result in significant improvements to the as-built environment at North Lake Tahoe. The project recommended for funding is consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.

TM:RC:jam