

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: January 22, 2008

SUBJECT: Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds for a Soccer and Parking Facility in the amount of \$50,000 and a North Lake Tahoe Regional Wayfinding Signage Program Guidelines Manual in the amount of \$138,000.

Action Requested

Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds for a Soccer and Parking Facility in the amount of \$50,000 and a North Lake Tahoe Regional Wayfinding Signage Program Guidelines Manual in the amount of \$138,000.

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:

North Tahoe Regional Park Recreation Soccer and Parking Facility- \$50,000

The recommended Infrastructure Fund expenditure will supplement an initial \$65,000 allocation approved by your Board in April, 2005. The reason for the supplemental request is that the low bid came in \$107,000 higher than the engineer's estimate. Through value engineering, the remaining shortfall is \$50,000. Other project funding sources include \$720,000 in state grants, \$150,000 in County Park Dedication Fees. The total project cost is \$1.07 million.

The planned facility would provide parking and a share of costs for a state-of-the-art soccer field. In addition to the opportunity this facility will provide for tournament play, users are diverse and

disadvantaged residents within the North Lake Tahoe region, particularly high-risk youth and adults in the community of Kings Beach/Tahoe Vista. The field will be constructed of synthetic turf, which creates minimal environmental impacts, wears well in winter snow conditions, and requires less ongoing maintenance than turf.

**North Lake Tahoe Regional Wayfinding Signage Program Guidelines Manual-
\$138,000**

The recommended Infrastructure Fund expenditure will fund a consultant to develop recommended guidelines leading to Placer County, TRPA and other permit agency consideration of ordinance or policy changes that would allow implementation of a Regional Wayfinding Signage Program. While listed as a high priority in its Tourism and Community Investment Master Plan approved by your Board in 2004, the program requires ordinance changes prior to implementation. The Wayfinding Signage Program is expected to create a more identifiable image for the region and make community attractions and services more easily located by travelers. The Program may also improve the efficiency of traffic flow and parking during peak tourist periods by more effectively directing visitors to their destination. The Guidelines Manual will be generated by a consultant selected through a competitive bid process in which County staff participated. It will provide proposed code changes and a suggested process for project approval, create unifying narrative and image guidelines for all proposed signs, identify criteria for sign locations, and develop a maintenance program.

Fiscal Impact: The funding described above would come from the Resort Association's County Agreement FY 2007-2008 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 contribution to this infrastructure project 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. The specific projects were and continue to be evaluated under CEQA by the corresponding lead agencies.

Recommendation: Approve NLTRA's expenditure of infrastructure funds for the following North Lake Tahoe tourist infrastructure improvements.

- 1.) North Lake Tahoe Regional Park Recreation Soccer and Parking Facility in the amount of \$50,000.
- 2.) North Lake Tahoe Regional Wayfinding Signage Program Guidelines Manual in the amount of \$138,000.

The recommended project represents the cooperation of multiple agencies and funding partners and the expenditure will result in significant improvements to the tourism infrastructure at North Lake Tahoe. The project recommended for funding is consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.

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