

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: March 25, 2008

SUBJECT: Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds in the amount of \$12,000 to prepare Phase One of a Business Plan to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center

Action Requested: Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds in the amount of \$12,000 to prepare Phase One of a Business Plan to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center.

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 project is 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 expenditure is being recommended for approval.

Brief Project Description / Funding Request:

Business Plan to Establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center- \$12,000

The recommended Infrastructure Fund expenditure will fund Phase One of a Business Plan to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center. With the 50th anniversary of the VIII Winter Olympic Games in Squaw Valley just two years away, there has been a growing desire and need in the North Lake Tahoe community to establish a museum to preserve and interpret the story and artifacts of the event. And organizing committee comprised of the Auburn Ski Club, North Lake Tahoe Historical Society and other community leaders and

organizations has formed to implement the project. Phase One of the project will consist of creation of a non-profit 501C3, development and publishing of a Request for Proposals for the Business Plan preparation, and creation of a public outreach campaign to develop awareness of the project. This phase is estimated to take four months to complete. Phases two and three, which includes completion of the business plan, conducting a site survey, budget development, grant writing, capital campaign and project design should be well underway for the 50th Anniversary celebration in 2010.

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 the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds in the amount of \$12,000 to prepare Phase One of a Business Plan to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center. 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.

TM:RC:jam