

**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:** July 7, 2009

**SUBJECT:** Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds to plan and develop the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center (\$100,000), implement three demonstration wayfinding signage projects (\$33,000) and permit and install traffic calming and pedestrian safety devices (\$26,700).

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**Action Requested**

Approve the North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds to plan and develop the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center (\$100,000), implement three demonstration wayfinding signage projects (\$33,000) and permit and install traffic calming and pedestrian safety devices (\$26,700).

**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 project for approval by your Board. In doing so, they affirm that the project is consistent with the Resort Association's Tourism and Community Development Master Plan, which was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditure is being recommended by the County Executive Office for approval.

**Brief Project Description / Funding Request:**

**Olympic Heritage Museum and Capital Campaign- \$100,000**

The recommended Infrastructure Fund expenditure will fund Phase IIB to continue the Planning and Development of the business plan and related site, facility and related work to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage

Center. Last fall your Board approved \$100,000 in Phase IIA funding to initiate planning studies and report back to the County Executive Office and Resort Association Board of Directors about its progress. To date, the group has completed most of its goals, including formation of a non-profit corporation, hired an Executive Director, selected museum planning consultants, created a logo and nearly completed the master planning process, which includes site selection and facility needs. The Phase IIB planning process will now move to more specific business plan tasks, such as creating a long term budget plan and capital campaign based on projected one time and ongoing expenses, securing various United States Olympic Committee approvals, identify a site and establish an interim museum in time for the 60-year anniversary Squaw Valley Olympics.

**Wayfinding Signage Demonstration Projects- \$33,000**

The recommended Infrastructure Fund expenditure will create wayfinding signage demonstration projects in three locations: Highway 28 and Lake Forest Road, Highway 28 and Village Road, and Highway 28 and National Avenue. Each site requires coordination with different agencies, including Caltrans, TRPA, Placer County and various other recreation and service providers. The projects will demonstrate issues such as site distance, multi-purpose uses and public and private property applications, as well as define County and TRPA code changes necessary to implement the directional signage proposals.

**Traffic Calming and Pedestrian Safety Devices- \$26,700**

The recommended Infrastructure Fund expenditure will fund permitting, purchase and installation of traffic calming and pedestrian safety devices for various communities in North Lake Tahoe. The devices will be used to slow traffic and improve pedestrian safety in key visitor access areas where state highways often transect lodging and recreational facilities. The purchase will include four speed radar signs, which advise motorists of the posted speed limit as well as their actual speed, to be placed in Tahoe Vista, Carnelian Bay and Tahoe City. Also planned for purchase are crosswalk bollard signs that highlight crosswalks on high-traffic state highway segments. Both programs will be implemented and maintained by the Tahoe City and North Tahoe public utility districts, in conjunction with the areas' respective downtown business associations.

**Fiscal Impact:** The funding described above would come from the Resort Association's FY 2008-2009 County Agreement 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 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. 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 to plan and develop the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center (\$100,000), implement three demonstration wayfinding signage projects (\$33,000) and permit and install traffic calming and pedestrian safety devices (\$26,700).

The recommended projects represent the cooperation of multiple agencies and funding partners and the expenditure has 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.

