

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: April 11, 2011

SUBJECT: Presentation on the May 13-16 Amgen Tour of California by the North Lake Tahoe Resort Association

ACTION REQUESTED

No action is requested at this time. This is an informational presentation by the North Lake Tahoe Resort Association about the Amgen Tour of California.

BACKGROUND

Placer County authorizes an annual agreement with the North Lake Tahoe Resort Association to make recommendations to the Board of Supervisors regarding allocation of TOT revenues for funding infrastructure projects and various visitor services in the community and to implement marketing programs that benefit tourism development.

A key point of focus for the Resort Association's Marketing Department is identifying and supporting special events that draw overnight visitors, especially during targeted slow periods. The Resort Association was successful in securing the starting stages for this year's Amgen Tour of California. The bicycle race will take place in the Tahoe area from May 13-16, 2011. Resort Association Marketing Director Andy Chapman will give your Board a presentation about the tour, focusing on the Tahoe stages.

FISCAL IMPACT

None.

