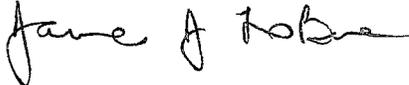


PLACER COUNTY
REDEVELOPMENT AGENCY
MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board
FROM: Thomas M. Miller, Director
James LoBue, Deputy Director 
DATE: April 12, 2011
SUBJECT: Services Agreement Between the Redevelopment Agency and the North Tahoe Business Association in the Amount of \$81,250

ACTION REQUESTED

Adopt a resolution authorizing the Redevelopment Director or designee to execute a services agreement with the North Tahoe Business Association based on the material terms discussed herewith in the amount of \$81,250 and subject to approval by Risk Management and Agency Counsel.

BACKGROUND

The North Tahoe Business Association (NTBA) was originally established to provide support for local business marketing. However, the NTBA has expanded its role and now works closely with the West Shore Merchants Association, the North Lake Tahoe Chamber of Commerce, the North Lake Tahoe Resort Association (NLTRA) and other organizations, agencies, and the County of Placer to develop and implement events and activities that promote the social and economic well being of the area. NTBA has organized and assisted at special events such as the Annual Clean Up Day, Music on the Beach, Snowfest!, and the Joe King Poker Tournament.

For the past 6 years, the Redevelopment Agency (Agency) has provided funding for the core operations of the NTBA. A new agreement with NTBA is proposed at this time to guarantee Agency core funding through October 31, 2012.

In the upcoming year, the NTBA will continue its support of the implementation of key projects and tasks such as the Main Street Program, establishing a Property-Based Improvement District, and supporting the Kings Beach Commercial Core Improvement Program.

Material terms of the Services Agreement include the following:

Amount: \$81,250
Term: July 1, 2011 to October 31, 2012
Scope of Work: Refer to Attachment A

FISCAL IMPACT

The proposed \$81,250 would be paid out of North Lake Tahoe Redevelopment Project Area tax increment funds. Adequate funds are available for this use. There is no impact to the County general fund.

ENVIRONMENTAL

The requested action is an administrative action taken in furtherance of the redevelopment plan for the North Lake Tahoe Redevelopment Project Area, for which an Environmental Impact Report was prepared and certified pursuant to the California Environmental Quality Act (CEQA). Therefore, no further environmental review is required for this action (CEQA Guidelines §15180).

Attachment: Resolution
Scope of Work

cc: Karin Schwab, Agency Counsel

Attachment A

SCOPE OF SERVICES

2011/12 PROPOSED SCOPE OF SERVICES

- The NTBA will continue to support the implementation of the Main Street Four Point Approach™ in Carnelian Bay, Kings Beach, Tahoe Vista and Crystal Bay.
- The NTBA will continue to work towards becoming a financially sound and self-sustaining business organization. The funding strategy and objectives will be outlined in a three year funding plan.
- The NTBA will form a PBID (Property Based Business Improvement District) Task Force comprised of property and business owners to assist with the formation process and outreach efforts. (This task is ongoing and will happen in conjunction with the Kings Beach Commercial Core Improvement Project.).
- The NTBA will develop and implement events and activities that promote the social and economic well being of Carnelian Bay, Kings Beach, Tahoe Vista and Crystal Bay including:
 - Develop a 2012 Calendar of Events for Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay (the NTBA's defined Bay-to-Bay district) and work with other local agencies and organizations to coordinate efforts
 - Distribute the updated "North Lake Tahoe" Bay-to-Bay map as needed
 - In partnership with the West Shore Merchants Association and the Tahoe City Downtown Association, create, publish and distribute the 2012 North Lake Tahoe Guide
 - Continue to research ways to market the Bay-to-Bay district and identify strong programs to participate in with funds secured from the North Lake Tahoe Chamber of Commerce Community Marketing Grant
 - Work with the County Design and Review committee to review newly created Business Sign Guidelines document and recommend changes to existing ordinance
 - Work with Placer County to implement the remaining Kings Beach and new Tahoe Vista Gateway Monument signs
 - Work with Placer County to encourage the participation of the business community in the Design Phase of the Kings Beach Commercial Core Project
- The NTBA will serve as a liaison between Placer County and the business and property owners in the Bay-to-Bay district and assist the implementation of Economic Development and Redevelopment programs and projects.

- The NTBA will maintain communication methods between members, other organizations, agencies and Placer County.
- The NTBA will work with other partners and Placer County Economic Development to address economic development issues at a regional level.

Other Activities and Programs

In addition to the Placer County Contract and proposed scope of services, the NTBA will continue to plan and execute a number of local activities and programs in support of its mission to improve the economic well being of the business community and enhance the quality of life through the creation and long-term preservation of a vibrant economic climate. These programs include but are not limited to:

- Organize community events and activities that enhance and promote the Bay-to-Bay district including:
 - Annual Joe King Poker Tournament
 - Snowfest! Kings Beach Parade
 - Annual Clean Up Day for Crystal Bay, Kings Beach, Carnelian Bay and Tahoe Vista
 - Music on the Beach Summer Series
 - July Fireworks Celebration
 - Annual Passport to Dining
 - Annual Holiday Fair & Tree Lighting Ceremony

Partner with the North Lake Tahoe Chamber of Commerce and Truckee Donner Chamber of Commerce to deliver the North Lake Tahoe Truckee Leadership event.