

**PLACER COUNTY**  
**REDEVELOPMENT AGENCY**

**MEMORANDUM**

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

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**ACTION REQUESTED**

Adopt a resolution authorizing the Redevelopment Director or designee to execute a services agreement with Tahoe City Downtown 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**

Since its inception in 2004, the primary mission of the Tahoe City Downtown Association (TCDA) has been to enhance and promote a vibrant and prosperous commercial and social center for the residents of and visitors to Tahoe City. The majority of TCDA's programs, events, and activities are designed to rejuvenate the downtown corridor through new and repeat visitation.

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

TCDA will continue to work toward a PBID-based funding model, increase outreach to the business community, increase Tahoe City media exposure, produce and promote TCDA events and programs, continue with the Pedal There Thursdays promotion, expand the North Lake Tahoe Guide in partnership with the North Tahoe Business Association, and continue outreach to members and the business community regarding snow storage, pedestrian safety, and Agency projects. The association will continue to operate following the Main Street model.

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

**Before the Placer County  
Redevelopment Agency Board of Directors  
County of Placer, State of California**

In the matter of:

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

Reso. No. \_\_\_\_\_

Ord. No. \_\_\_\_\_

First Reading \_\_\_\_\_

The following Resolution was duly passed by the Redevelopment Agency Board of the County of Placer at a regular meeting held \_\_\_\_\_, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Attest:

\_\_\_\_\_  
Chair, Agency Board

Clerk of said Board  
  
\_\_\_\_\_

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WHEREAS, the Redevelopment Agency (Agency) is a separate body, corporate and politic, created by the Placer County Board of Supervisors;

WHEREAS, the Agency desires to enter into a services agreement with the Tahoe City Downtown Association with a term beginning July 1, 2011 and ending October 31, 2012 and in the amount of

\$81,250 to support programs and events that benefit the North Lake Tahoe Redevelopment Project Area.

NOW, THEREFORE, BE IT RESOLVED by the Redevelopment Agency Board of Directors to authorize the Redevelopment Agency Director or designee to execute the services agreement in the amount of \$81,250 with the Tahoe City Downtown Association for the time period of July 1, 2011 to October 31, 2012, subject to the approval of Risk Management and Agency Counsel.

BE IT FURTHER RESOLVED that this resolution shall be effective immediately upon adoption.

## Attachment A

### SCOPE OF SERVICES

Listed below is the scope of services and general deliverables for the Tahoe City Downtown Association (TCDA) to maintain and expand a Main Street Program, to implement the property based improvement district management plan, upon a successful election, and to continue to support business community awareness of commercial business recruitment and retention programs available.

1. The TCDA will continue to implement the Main Street Program model in Tahoe City.
2. The TCDA will work with County Economic Development staff and consultants to further develop, expand, and enhance the TCDA as a viable Main Street business organization by serving as a liaison between the business and property owners in Tahoe City and the County.
3. The TCDA will continue to work towards becoming an increasingly financially sound and self-sustaining business organization, including the participation in private and local and regional public grant funding programs.
4. The TCDA will continue to serve as the primary liaison for businesses and property owners in Tahoe City, including the ongoing support of long range plans for the development and implementation of a proposed property or business based improvement district.
5. The TCDA will continue to develop and provide oversight to production of events and activities that will promote the social and economic well being of Tahoe City.
6. The TCDA will continue to collaborate with Placer County on the implementation of Economic and Redevelopment projects and programs.
7. The TCDA will continue to produce a periodic electronic mail newsletter, and will maintain a public website identifying issues, events, activities, programs and opportunities that can be addressed for the businesses and property owners in Tahoe City.
8. The TCDA will continue to promote the economic well being of Tahoe City through marketing collateral not limited to published community events calendars, an annual travel/events guide and walking maps, including the distribution of said collateral throughout the North Lake Tahoe region, and Placer County.
9. The TCDA will continue to meet with appropriate Redevelopment Agency staff as requested to discuss challenges and opportunities for Tahoe City.
10. The TCDA will present updates to the Placer County Board of Supervisors outlining organizational efforts as requested.

