

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: October ²⁴~~25~~, 2011

SUBJECT: Presentation on North Lake Tahoe Resort Association Annual Report

ACTION REQUESTED

No action is requested at this time. This is an informational presentation by the North Lake Tahoe Resort Association, as required in our annual contract for services.

BACKGROUND

In 1996 voters in Eastern Placer County approved a two percent increase in the Transient Occupancy Tax (TOT), which could fund infrastructure, transportation, visitor services and marketing improvements in the Tahoe area. Since that time, Placer County has authorized 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.

The presentation is an annual report required as part of the Resort Association's contract for services with Placer County. It will include brief departmental summaries and updates on activities undertaken during Fiscal Year 2010-2011 as well as information about key initiatives underway for Fiscal Year 2011-2012, including Strategic Goals and the 2 percent Tahoe Area Transient Occupancy Tax renewal.

FISCAL IMPACT

There is no impact on the County's General Fund. Funding for current Resort Association activities is provided through a Placer County agreement with the Resort Association in the amount of \$5,430,703.

