

**MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER**

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: January 22, 2013

SUBJECT: Presentation by the North Lake Tahoe Resort Association

ACTION REQUESTED

1. North Lake Tahoe Resort Association- Update on Strategic Goals and Semi-Annual Marketing Report. No action requested.

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 a bi-annual report required as part of the Resort Association's contract for services with Placer County. It will include an update on progress made on the organization's Strategic Goals and a report on summer 2012 marketing initiatives..

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 \$5,150,748.

