

**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:** February 5, 2013

**SUBJECT:** Commitment to Host the 2014 National Organization of Counties Western Interstate Region Conference

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**Action Requested**

- I. Authorize the County Executive Officer to negotiate and execute contracts necessary to host the 2014 National Association of Counties Western Interstate Region Conference, if selected, at a net County cost not to exceed \$50,000.

**Background**

In late November 2013, Placer County submitted a proposal to host the National Association of Counties 2014 or 2015 Western Interstate Region Conference. The proposal was prepared in coordination with the North Lake Tahoe Resort Association Conference Sales Department, which solicited interested host conference properties in eastern Placer County. The Resort at Squaw Creek was identified as the sole location able to accommodate all of NACo's conference meeting, lodging and event space needs and subsequently worked with the County and Resort Association to submit the joint proposal.

As currently proposed, the Conference would be hosted from May 26- June 1. Placer County would be responsible for a NACO Board of Directors Reception for 250 attendees and a conference-wide dinner event for 400 attendees, for a total cost of \$48,948. There are some staffing needs for the event, which would be shared between County and Resort Association staff, such as airport welcomes and providing visitor information about the area. It is also expected that certain elected officials and department staff would participate in portions of the event.

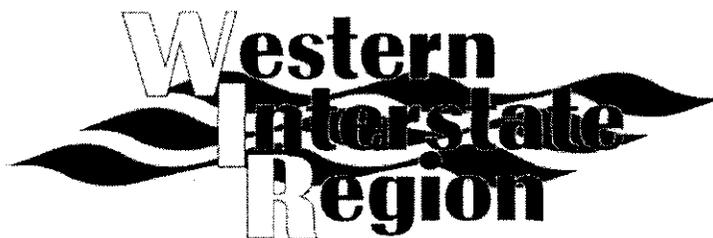
NACo's Western Interstate Region Board of Directors is expected to take action to select host counties for its 2014 and 2015 conferences on March 2, 2013, during NACo's Legislative Conference in Washington, D.C. County staff anticipates there will be a representative at the meeting to present the North Lake Tahoe proposal.

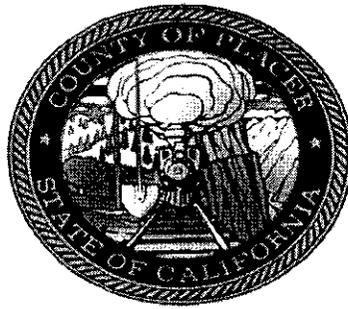
**Fiscal Impact:** If selected, funding for the County's share of Conference costs will be included in the FY 2013-14 budget. Possible sources could include Tahoe TOT or other general fund sources. The conference would generate an estimated 875 room nights during a typically slow tourism period. At the lodging rates proposed, over \$12,000 in TOT would be generated by the conference. Additionally, NACo commits to reimburse host counties at a rate of \$5 per room night, which at NACo estimated attendance levels,

would subsidize \$4,375 in County costs. Based on the 2009 study "The Economic Significance of Travel to the North Lake Tahoe Area" by Dean Runyan & Associates, there is significant revenue generated per visitor related to lodging, retail, recreation and food and beverage. Based on the number of room nights that would be generated, the conference could generate \$630 per room night overall, or over \$550,000. Additionally, an accepted marker used in conference sales impact analyses is a 1.8 multiplier for future business generated by conference attendees via repeat visitation, extended stays, peel off (future) conferences and the secondary spending of income earned by local employees. Applying this multiplier increases potential long term eastern Placer County revenue value to nearly \$1 million.

Attachment: NACo WIR 2014 and 2015 North Lake Tahoe Conference Proposal

# Proposal for the 2014 & 2015 National Association of Counties Western Interstate Region Conference at Lake Tahoe





north lake tahoe



RESORT AT SQUAW CREEK™  
SQUAW VALLEY • CALIFORNIA

On behalf of the Placer County, the North Lake Tahoe Convention & Visitors Bureau, the Resort at Squaw Creek and the entire North Lake Tahoe community, we thank you for considering us for your 2014 & 2015 WIR Conference. We all look forward to working with you to create a memorable and successful event that exceeds all expectations. This packet includes the signed host county acceptance documents, lodging proposal and extensive information on all of the recreational activities and wonderful off site venues your group can experience in the region.

Jennifer Merchant  
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Placer County Executive Office  
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Jason Neary  
Director of Sales  
North Lake Tahoe CVB  
530-581-8703  
[Jason@GoTahoeNorth.com](mailto:Jason@GoTahoeNorth.com)



North Lake Tahoe offers the ultimate mountain experience. With North America's largest alpine lake as the centerpiece and massive granite peaks as the backdrop, the scenery is unparalleled.

North Lake Tahoe's meeting facilities are as varied and unique as the surrounding High Sierra terrain. From intimate, small boardroom spaces to timber-lined meeting rooms to upscale ballrooms that fit hundreds, the North Lake Tahoe area offers more than 30 meeting sites in California and Nevada, 200,000-square feet of meeting space and 7,000 rooms.

In the last few years, the area has undergone a transformation to the tune of hundreds of millions of dollars in new properties and facility renovations. These improvements coupled with the awe inspiring natural beauty and endless array of recreational activities combine to create one of the most spectacular meeting destinations in world. We all look forward to sharing our spectacular region with the NAC0 WIR in 2014 or 2015!



north lake tahoe

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- 7. Restaurants**
- 8. Lake Tahoe Weather**

**V. ACCEPTANCE**

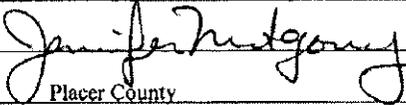
Placer County submits this bid proposal to host and  
(Potential Host County)

financially support a future WIR Annual Conference. CSAC  
(State Association)

has reviewed and approved the bid proposal.

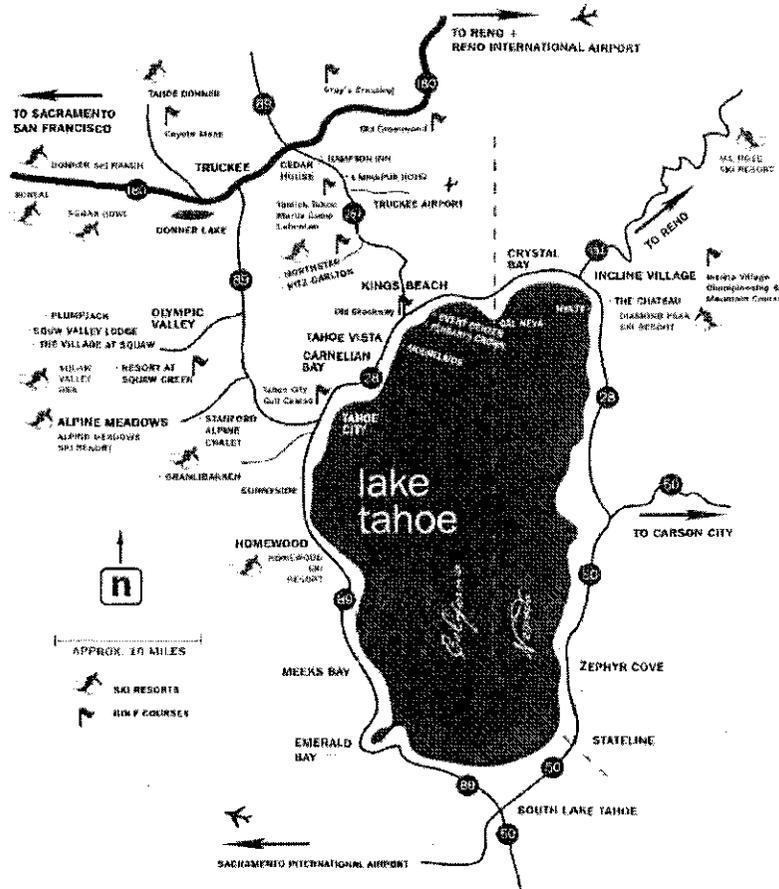
It is agreed that, upon acceptance of this bid by NACo to host a future WIR Annual Conference, a countersigned copy of this document by NACo will serve as the basis for a written memorandum of understanding between the host county and NACo.

**Host County**

Name: Jennifer Montgomery  
Title: Chairwoman, District 5 Supervisor  
Signature:   
Name of County: Placer County  
Address: 175 Fulweiler Avenue -- Auburn, CA 95603  
Telephone: (530) 889-4010  
Fax: (530) 889-4009  
Email: jmontgomery@placer.ca.gov  
Date: 11/28/12



# Getting to Lake Tahoe



easy access

**In the Air:** Reno/Tahoe International is North Lake Tahoe's main gateway only 45-minutes away, with Sacramento and San Francisco International airports also serving the area. 150 daily flights to 16 nonstop destinations and 35 same plane/one-stop destinations are available to/from many major cities. Visit [RenoAirport.com](http://RenoAirport.com) for current schedules. To search for flight possibilities by interactive map or schedule visit [GoTahoeNorth.com](http://GoTahoeNorth.com).

**On the Ground:** Two interstate highways connect North Lake Tahoe with any of the three airports year-round. Drive time is about 45 minutes from Reno, 2.5 hours from Sacramento and 4 hours from San Francisco.

Rental cars, taxis, limos, buses and resort shuttles are available. From Reno/Tahoe, for example, the North Lake Tahoe Express offers group rates for door-to-door shuttle service. For a listing of area transit options, go to [LakeTahoeTransit.com](http://LakeTahoeTransit.com).

# Airport Transportation



## The North Lake Tahoe Express Rate Schedule

### *2011-12 Transportation Rates to/from Reno Airport*

Number of Passengers	One Way	Round Trip
1	\$40	\$75
2	\$75	\$110
3	\$80	\$135
4	\$90	\$160
5	\$100	\$170
6	\$120	\$180
7	\$140	\$200
8	\$160	\$220
9	\$180	\$240
10	\$200	\$280
11	\$220	\$300
12-15	\$240	\$300
16-21	\$240	\$400

We will work with you on special discounted rates for the WIR Conference

### **Frequent User/Locals Card**

5 Trips - prepaid	\$125
10 Trips - prepaid	\$200
15 Trips - prepaid	\$300
20 Trips - prepaid	\$400
25 Trips - prepaid	\$500

**Large group rates available upon request.**

No group is too small or too large for the North Lake Tahoe Express

# Lodging Proposal



RESORT AT SQUAW CREEK™  
SQUAW VALLEY • CALIFORNIA

Resort at Squaw Creek is located in a majestic setting at the base of the mountain in the world-class ski destination of Squaw Valley USA. The natural wonder of Lake Tahoe is only five miles away. The resort is situated in the Sierra Nevada mountains only minutes from Interstate 80 and has great access to Sacramento and the Bay Area. Reno, Nevada, and Reno/Tahoe International Airport are only 45 minutes from the resort. With California sunshine three out of every four days on average, the climate is accommodating to whatever activities you may have in mind.

## Distance from Airports

Reno/Tahoe International 47 miles  
Sacramento International 116 miles  
San Francisco International 206 miles

## Conference and Meeting Rooms

The Resort at Squaw Creek has flexible event space accommodating all types of set-ups such as theater, u-shape, classroom, hollow square, conference, reception, exhibit space and banquet space.

## Catering / Banquets

Catering is available with many options for your group. Vegetarian, gluten free, dairy free or just about any request can be accommodated. The Resort at Squaw Creek can also create themed dinners.

## Guestrooms

365 rooms, including deluxe guestrooms, suites and penthouses with flat-screen TVs, in-room coffee, speaker phones, voicemail, free high-speed wireless and refrigerators. Suites also have a fireplace and small kitchen. Penthouses include washing machines and dryers.

## Additional Amenities

- Three swimming pools and outdoor hot tubs
- Golf course – 18-hole Robert Trent Jones Jr. Championship Course
- Spa at Squaw Creek – full-service luxury spa
- Executive fitness center
- Exclusive on-property chair lift to Squaw Valley USA
- Shopping promenade
- Cross-country ski center
- Lobby with Wi-Fi access, chess, checkers, fireplace
- Concierge services

## Dining and Cocktails

- Six Peaks Grille – the Resort's signature restaurant
- Sandy's Pub – sports bar serving lunch, dinner, drinks
- Sweet Potatoes Deli – coffee, fresh pastries, sandwiches, soups, salads, groceries, beer and wine
- Chuck Wagon – grille and bar with ski-in, ski-out access
- Ristorante Montagna – Italian favorites (winter only)



**Link to the  
Resort at Squaw Creeks online proposal  
for the 2014 & 2015 NACo Western  
Interstate Region Conference**

<http://proposalpath.com/xalOdu>

**The Full PDF Version is Included on the  
Following Pages:**



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 Max Roth / Director of Sales  
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 Olympic Valley, CA 96146  
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 mroth@destinationhotels.com

**2014 - 2015 Western Interstate Region Conference**

**Amanda Clark**  
 Manager, Conferences & Meetings  
 National Association of Counties  
 25 Massachusetts Ave., Suite 500  
 Washington, D.C. 20001  
 202 681 8804

Saturday, December 1, 2012

Hello Amanda,

Thank you for the opportunity to submit a proposal for your 2014 and 2015 Western Interstate Region Conference events; we're thrilled! Jason Neary, Director of Sales for the NLTRA forwarded your program outline; the following detail our understanding of those needs.

The Resort at Squaw Creek is a 4-diamond, luxury resort, ranked among the top 50 best resorts in North America by Conde Nast Traveler Magazine. The Resort offers lavish accommodations, a full-service spa, world-class recreation, distinctive restaurants and a stunning mountain location featuring ski-in/ski-out access to Squaw Valley during the winter and a championship golf course designed by Robert Trent Jones Jr. for spring, summer and fall play.

The natural wonder of Lake Tahoe is only five miles away. The resort is situated in the Sierra Nevada Mountains only minutes from Interstate 80 and has great access to Sacramento (89 miles) and the Bay Area (180 miles). Reno, Nevada is only 45 minutes from the resort. With California sunshine three out of every four days on average, the climate is accommodating to whatever activities you may have in mind.

**Accommodations**

Situated on 195 beautiful forested hillside acres nestled in a high-altitude, alpine environment, the resort features 405 luxury guest rooms and suites; an exclusive on-property chair lift providing direct winter access to Squaw Valley USA's slopes; a Robert Trent Jones, Jr. championship golf course; four delightfully distinctive restaurants; 33,000 square feet of indoor meeting space and 14,750 square feet of outdoor function space; three swimming pools and outdoor hot tubs; a luxury spa; and executive fitness center.

The following dates are currently available although space is not being held at this time.

**Room Block**

Monday, May 26, 2014 – Sunday, June 1, 2014

Room	Rate	May 26	May 27	May 28	May 29	May 30	May 31	Jun 01
Deluxe Guest Room	\$129.00	25	80	150	150	55	15	--
Fireplace Suite	\$149.00	25	80	115	115	55	10	--
<b>Totals</b>		<b>50</b>	<b>160</b>	<b>265</b>	<b>265</b>	<b>110</b>	<b>25</b>	<b>0</b>

**Total Room Nights: 875**

## Meeting Space / Schedule of Events

Tuesday, May 27, 2014			
Time	Function	Room	Number/Setup
AM – 24 Hrs. thru Friday at 3pm	Registration		
AM – 24 Hrs. thru Saturday at 2pm	Offices (2)		
Wednesday, May 28, 2014			
Time	Function	Room	Number/Setup
AM – 24 Hrs. thru Friday at 3pm	General Session		400ppl Theatre Style
AM – PM	Breakout Sessions		3 set for MAX Theatre Style & 3 set Hollow Square for 50ppl
PM – PM	Reception		200-250ppl
Thursday, May 29, 2014			
Time	Function	Room	Number/Setup
AM – PM	Breakout Sessions		3 set MAX Theatre Style & 3 set Hollow Square for 50ppl
AM – PM	NACo/NACoRF Board of Directors Meeting	General Session Area	Not defined
Noon – PM	Luncheon		300-350ppl at Rounds
PM – PM	Reception		400ppl
Friday, May 30, 2014			
Time	Function	Room	Number/Setup
Noon – PM	Luncheon		300-350ppl at Rounds

## Concessions / Other Information

- One (1) per fifty (50) Deluxe Guestroom
- One (1) per sixty-five (65) Fireplace Suite
- One (1) per eighty (80) Deluxe Fireplace Suite

### Reservations

Resort at Squaw Creek is committed to the success of your event. That's why we use Passkey Online Reservations to simplify your reservation process and maximize event efficiency and performance.

Attendees can make and modify their reservations online. All you have to do is provide them the URL for the event-specific website, which presents only your contracted block of rooms, and offers detailed hotel information. Plus, attendees receive immediate e-mail confirmations. As a meeting planner this system will allow you to access real-time reservation information and help to maximize block pickup and minimize attrition exposure.

### Resort Fee

A daily resort fee applies to all guestrooms; currently this charge is \$21.00 per room, per night, plus tax. In an effort to heighten the guest experience and eliminate many small charges, this service charge is a comprehensive fee, which covers the following during the attendees' stay at the Resort at Squaw Creek:

- USA Today Paper Delivery Monday- Friday
- Shuttle Service to and from Squaw Valley
- Complimentary wireless internet access
- In-Room Coffee and Teas
- Local and toll free phone calls (first 30 minutes free)
- Incoming Faxes
- Unlimited use of the Resort's Executive Fitness Center
- Safety deposit use at the Front Desk
- Tennis Court fees
- Summertime croquet
- Complimentary Ski/Golf Valet
- Access to Oasis Pool Complex
- Concierge Services

This overview detailing your 2014 needs, specifically guest accommodations and meeting space requirements, are also being offered for the dates of Monday, May 25th with a departure of Sunday, May 31, 2015. Guest accommodations for this period would be \$139.00 for our Standard Deluxe Accommodation and \$159.00 for Fireplace Suites; the resort fee would remain the same; \$21.00.

Thank you again for your interest in Resort at Squaw Creek Amanda. Will stand by for your direction regarding our next steps; perhaps your preference is to communicate directly through Mr. Neary. If so just let me know. In the interim should you have any questions or require any additional information I'm here to facilitate it!

With Best Regards,  
Max

# Activities



## participant or spectator

Free time is an important part of any agenda, and North Lake Tahoe offers so many ways to spend it, from team-building exercises, to casual group get-togethers, to individual interests and our ongoing [calendar of events](#). For participants and spectators, the choices truly include something for everyone.

Year-round, [unique shops](#) and galleries invite visitors in [Tahoe City's](#) town center, [Truckee's](#) Commercial Row and the [Village at Squaw Valley](#). Day [spas](#) feature Sierra-inspired treatments. Yoga studios offer drop-in classes and private group instruction.

### May through October

There are ropes courses at [Granlibakken](#) and Squaw Valley (where you'll also find a zip line). Taking a river raft down the Truckee is another great way to bring a group together. The [water's](#) also fine for boating, kayaking and paddleboarding. The trails are scenic for [hiking](#), [biking](#) and horseback riding, too. Guides, rentals and instruction are available.

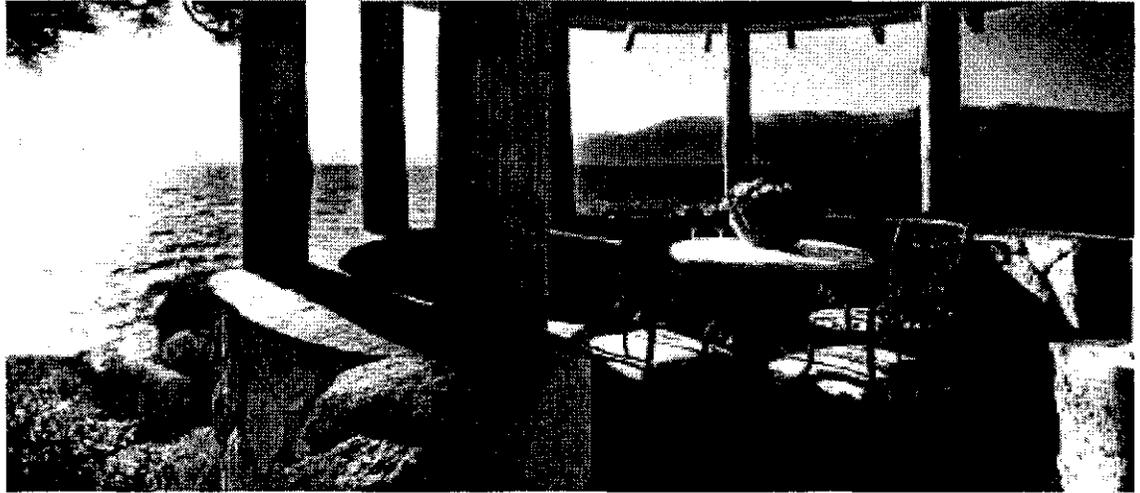
North Lake Tahoe is a world-class [golf](#) destination, as well, with over 50 courses in the region. Layouts for every level of play invite team-building activities. There are a [dozen](#) North Shore/Truckee possibilities alone.

### Early December through March

With an annual average of 400 inches of snow at the higher elevations, [alpine skiing and snowboarding](#) come naturally around Lake Tahoe. Most offer group pricing for lift tickets and can arrange team-building races. Many have on-site equipment rental with group rates available. Several provide complimentary shuttle service and some even feature meeting space.

There's a plethora of other winter possibilities. [Cross-country skiing and snowshoeing](#) showcase the winter landscape at a slower pace. Groups can rent equipment at Nordic ski centers and sports shops. Full moon tours are also available. [Snowmobile](#) and snow cat tours give groups a motorized glimpse of the backcountry. There are even [dog sleds](#) and horse-drawn [sleighs](#) for a glide into Lake Tahoe's past.

# Unique Venues



## uniquely tahoe venues

An off-site team-building event becomes even more memorable when it takes place in distinctly Tahoe surroundings. Listed here are just a few examples of some unique venues.

**The Thunderbird Lodge** is an historic stone lodge on the northeast shore with 3,000 square feet of interior space, as well as a lakeside lawn, two patios, a gazebo and a private sandy lagoon.

**Sand Harbor Nevada State Park** is just few miles outside of Incline Village. Panoramic lake views, turquoise waters and a long sand beach provide an unequalled backdrop for a Memorial Day through Labor Day event.

**Commons Beach Park** sits in the heart of Tahoe City. The spectacular views, large grass and sand area, and central location are popular with visiting groups as well as locals.

**The North Tahoe Cruises' Tahoe Gal** is a smaller-scale Mississippi-style riverboat. The Tahoe Gal sets sail from Tahoe City's Lighthouse Pier and welcomes aboard small gatherings or groups as large as 135 for a full-boat charter.

**Hellman-Ehrman Mansion** is a turn-of-the-century grand summer home. The 12,000 square foot mansion features beautiful lake view grounds, with gently sloping lawns. Groups can also explore several surrounding trails.

# Restaurants



over 120 restaurants

To whet your appetite, here's a taste of a few of our award-winning restaurants with room for groups. Most restaurants boast extensive wine lists. For a complete list of area eateries, visit [GoTahoeNorth.com](http://GoTahoeNorth.com).

**Baxter's Bistro & Lounge**, Northstar-at-Tahoe™: fresh, simple, artistic, and flavorful lunch and dinners.

**Big Water Grille**, Incline Village: serves dinner dishes like foie gras-veal sweetbreads "pansotti." Wine cellar and private dining for 18 or fewer.

**Gar Woods Grill and Pier**, Carnelian Bay: a steak and seafood menu and the signature slushy drink "Wet Woody." Private dining for 20 to 150.

**Grahams, Squaw Valley**: a versatile menu of California cuisine with European influences. Valley View and Mountain View Rooms for groups.

**Lone Eagle Grille**, Hyatt Regency Lake Tahoe, Incline Village: signature High Sierra menu and unobstructed lake views. Banquet rooms for groups.

**Manzanita, Ritz-Carlton**, Lake Tahoe, Northstar Resort™: French-inspired, organic and local menu from celebrity chef Traci Des Jardins. Private room for 10 to 25.

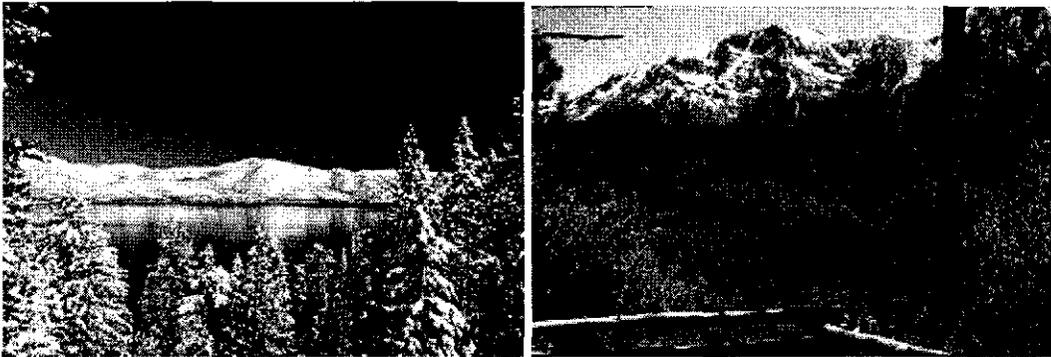
**Moody's Bistro & Lounge**, Truckee: contemporary American cuisine in this acclaimed bistro and relaxed "drinkery" with eclectic jazz acts and DJs.

**Pianeta**, Truckee: flavorful Italian/Mediterranean selections, from healthy, pure ingredients. Upstairs area with classic farm tables for groups.

**Sunnyside Lakeside Dining Room & Mountain Grill**, Tahoe City: sharing Tahoe's largest lakefront deck and offering steaks, chops and fresh seafood. Banquet facilities.

**West Shore Café**, Homewood: fresh California cuisine, approachable wines and cocktails, legendary deck. Full shoreline venue rental winter, spring and fall.

# Lake Tahoe Weather



## WEATHER & LAKE TAHOE REGION TEMPERATURE:

Daytime temperatures in May average in the 50's & 60's with nighttime temps in the 40's. The weather, on average, warms up significantly later in the month. Annual precipitation for May is only 1.39 inches.

	Average Temperatures In Lake Tahoe		
	Avg. High	Avg. Low	Avg. Precip.
<b>January</b>	38.4° F / 3.5°C	18.3°F / -7.6°C	5.87 in
<b>February</b>	40.4°F / 4.6°C	19.6°F / -6.8°C	5.15 in
<b>March</b>	43.9°F / 6.6°C	22.5°F / -5.2°C	4.21 in
<b>April</b>	50.5°F / 10.2°C	26.6°F / -3°C	2.14 in
<b>May</b>	59.8°F / 15.4°C	32.5°F / 0.2°C	1.39 in
<b>June</b>	68.8°F / 20.4°C	38.4°F / 3.5°C	0.79 in
<b>July</b>	78.2°F / 25.6°C	43.8°F / 6.5°C	0.31 in
<b>August</b>	77.4°F / 25.2°C	43.3°F / 6.2°C	0.35 in
<b>September</b>	69.9°F / 21.0°C	38.6°F / 3.6°C	0.64 in
<b>October</b>	58.8°F / 14.8°C	32.0°F / 0.0°C	1.95 in
<b>November</b>	46.9°F / 8.2°C	25.4°F / -3.6°C	3.83 in
<b>December</b>	40.3°F / 4.6°C	20.5°F / -6.3°C	5.54 in

**We Look Forward to Hosting the NACo WIR Conference in  
2014 or 2015**

