

**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:** July 22, 2013

**SUBJECT:** Winter Marketing Performance Report and Summer Preview

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**Action Requested**

1. Receive a Winter Marketing Performance Report and Summer Preview from the North Lake Tahoe Resort Association.

**Background**

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association (NLTRA) to provide various services to the community, including: transportation and infrastructure project development, tourism marketing, and visitor information services. The agreement is funded with general fund Transient Occupancy Tax dollars and requires Board of Supervisors approval prior to expenditure from the infrastructure portion of the agreement budget.

Today's presentation will provide performance results for the winter marketing efforts as well as a summer program preview, including an Ironman update.

