

**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 23, 2013

**SUBJECT:** North Lake Tahoe Resort Association Recommendation – Community House and Way Finding Signage, Phase 1

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**Action Requested**

1. Approve proposed North Lake Tahoe Transient Occupancy Tax infrastructure account expenditure toward construction of two projects, the Community House, in the amount of \$400,000, and Way Finding Signage, Phase 1, in the amount of \$150,000.

**Background**

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

The Resort Association's Infrastructure Committee and Board of Directors have voted to recommend that the County Executive Office carry forward the following projects for approval by your Board. In doing so, they affirm that the projects are consistent with the North Lake Tahoe Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. The recommended projects have the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. Therefore, the following NLTRA infrastructure expenditure is being recommended by the County Executive Office for approval.

**Brief Project Description / Funding Request**

**Community House- \$400,000**

The construction of Community House will create co-location of social services through an integrated delivery model to serve the nearby residents of Kings Beach, as well as greater North Lake Tahoe. Core agencies providing services at the facility are the Tahoe SAFE Alliance (formerly known as Tahoe Women's Services), North Tahoe family Resource Center, and Project MANA - the local hunger project. These agencies were formerly housed in separate facilities, providing separate services to similar clientele. The proposed service model not only provides cost savings due to streamlining; it provides an improved level of services. The final project will include office space for 20 frontline and program management staff, confidential rooms for counseling and private

meetings with community members, small meetings spaces, a family-friendly reception space, and a large community room that will be available to the public.

Project components with a nexus to the Transient Occupancy Tax funding source:

- Land acquisition and development of 15 shared-use parking spaces, to be available during peak tourism periods on evenings, weekends, and holidays.
- Off-site improvements linked to Kings Beach Commercial Core Improvement Project, including sidewalks and related streetscape improvements on adjacent Trout and Bear streets.
- Transfer of 8 Tourist Accommodation Unit (TAUs) commodities to Placer County for use in incentivizing future development at North Lake Tahoe.
- Façade improvements to a formerly blighted motel property.
- Dedication of group meeting space.
- TRPA and Placer County permit fees.

NLTRA recommended the \$400,000 be allocated over a three year period, starting in FY 2014-15. Following consultation with the Tahoe Truckee Community Foundation, the applicant and project sponsor, regarding cash flow needs, staff is recommending that the allocation commence in FY 2013-14, and be allocated as follows:

FY 2013-14- \$50,000  
FY 2014-15- \$200,000  
FY 2015-16- \$150,000

A review of approved and planned capital projects, FY 2012-13 TOT revenue, and current County Treasury TOT Infrastructure Fund balance indicates there will be sufficient TOT funds to make the recommended allocation adjustment. The first payment will occur following transfer of the TAU entitlements to Placer County. The entitlements will be tracked by the Community Development Resources Agency, similar to other development commodities, managed by the County Executive Office and Economic Development, and allocated following action by your Board.

#### **Way Finding Signage, Phase 1- \$150,000**

The proposed project will provide site planning, design, permitting, and construction for an estimated 15 Way Finding signs in the North Lake Tahoe area. TOT funds have previously been allocated to development of a Way Finding Signage Manual, a Master Site Plan, and four pilot sign projects. This phase will implement the program at eastern Placer County gateways, as identified in the Site Master Plan. An RFP will be issued to construct Phase 1. Concurrence from Caltrans, Placer County, TRPA, and other affected or regulatory agencies regarding site selection, sign verbiage and permitting will be received prior to project initiation.

#### **Fiscal Impact**

The funding described above would come from Transient Occupancy Tax funds generated in the North Lake Tahoe area and currently held in the County Treasury for the purpose of capital project implementation in eastern Placer County. There are sufficient funds available to fund the amount of the requested expenditure approval.

#### **Environmental Analysis**

The Board of Supervisors' approval of the NLTRA's funding contribution to these projects is categorically exempt for CEQA per Guidelines Section 15061, which provides

a general rule that if an activity does not have the potential to cause a significant environmental effect, it is exempt from CEQA. The project applicants and NLTRA are responsible for ensuring that environmental review of these projects are undertaken per CEQA. Allocation of the recommended funding toward project construction will occur only once associated environmental analysis is certified as complete by the applicants and the NLTRA.

