

**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:** August 20, 2013

**SUBJECT:** North Lake Tahoe Resort Association Recommendation – Ironman Triathlon Traffic Management Services

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**Action Requested**

1. Approve a proposed North Lake Tahoe Resort Association infrastructure account expenditure for Ironman Triathlon traffic management services in an amount up to \$20,000, funded by the Lake Tahoe Tourism and Promotions Fund and at no net county cost.

**Background**

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association (NLTRA) to provide transportation and infrastructure project development services, as well as 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.

NLTRA's Infrastructure Committee and Board of Directors have voted to recommend that the County Executive Office carry forward the following project for approval by your Board. In doing so, they affirm that the project is consistent with NLTRA's Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditure is being recommended by the County Executive Office for approval.

The recommended project has the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. The project recommended for funding is consistent with goals in NLTRA's Tourism & Community Investment Master Plan.

**Brief Project Description / Funding Request**

**Ironman Triathlon Traffic Management Services- Up to \$20,000**

The Ironman Triathlon event is being held in the North Lake Tahoe area on Sunday Sept. 22, 2013. This year is the first of a five year agreement to hold the Ironman Triathlon in North Lake Tahoe. The event is expected to have a significant positive economic impact on the region, not only during race weekends, but as racers train year-round, and as it highlights the area's outdoor recreation allure. Because the race course uses public roads and facilities, and is also expected to draw a larger number of spectators, there is a need for professional traffic management on race day. Transient Occupancy Tax funds are utilized to fund similar traffic management operations during

peak summer and winter periods and events. The total traffic management operation expenditure is currently estimated at \$113,000. This allocation would cover a significant share of services and equipment provided by the California Highway Patrol, including a detour through "the grid" neighborhood in Kings Beach, flagger and CHP officer services at major intersections on State Routes 267, 28, and 89 between Kings Beach and Squaw Valley, and changeable message signs to notify travelers of delays and detours.

### **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 within this fund to cover the amount of the requested expenditure approval.

### **Environmental Analysis**

The Board of Supervisors' approval of the NLTRA's funding contribution to this infrastructure project is categorically exempt from CEQA per 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 specific project will be evaluated under CEQA by the corresponding lead agencies.