

**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: October 22, 2013

SUBJECT: Presentation by the North Lake Tahoe Resort Association

ACTION REQUESTED

1. Receive a presentation from the North Lake Tahoe Resort Association regarding Strategic Goals Progress Report.

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 (NLTRA) 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 an annual report required as part of NLTRA'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 the Lake Tahoe Ironman Triathlon.

FISCAL IMPACT

There is no impact on the County's General Fund. Funding for current NLTRA activities is provided through a Placer County agreement with the NLTRA in the amount of \$4,340,440.



north lake tahoe

Chamber | CVB | Resort Association

2013/14

5 Year Strategic Goals (2011-16)

Develop across all core function areas in addition to existing initiatives of downhill skiing, boating, culinary arts, music, and hiking:

- Biking
- Paddle boarding/kayaking
- Nordic Skiing

Marketing/Sales

- ☒ Dominate the California market as a destination for alpine and Nordic skiing, biking and paddle sports
- ☒ Develop a clear marketing brand for North Lake Tahoe
- ☒ Increase TOT by 20%
- ☒ Increase occupancy during strike zones by 20% and annual occupancy by 10%
- ☒ Grow conference revenue and attendance by 25%
- ☒ Grow destination visitor segment by 3% over 2012/13

Infrastructure/Transportation

- ☒ Create a fully integrated transportation system in North Lake Tahoe with increased ridership on service and recreational routes of 20%
- ☒ Upgrade lodging and commercial environment on the North and West Shore with 3 new or re-developed projects
- ☒ Complete all trail systems in the basin including signage and amenities for biking, hiking, paddling and Nordic skiing
- ☒ Install 50 way-finding signs in the Tahoe basin

Membership Services/Economic Development/Business Advocacy

- ☒ Be the recognized business leader in the regulatory environment
- ☒ Be the recognized business leader for legislative issues impacting tourism
- ☒ Take the lead on Economic Development plans that align with tourism development
- ☒ Provide advocacy for all project and programs that align with our mission

Visitor Information

- ☒ Develop and execute a customer service training strategy
- ☒ Assess regional needs for Visitor Information distribution and execute plan
- ☒ Increase net promoter scores by 20% over 2011/12 or up to 85

Community Relations

- ☒ Have a comprehensive communication plan through all mediums
- ☒ Build trust, confidence and leadership with key partners
- ☒ Be a recognized voice of community in all core function areas
- ☒ Have a recognized brand message of "Who we are and what we do"