

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: North Lake Tahoe Resort Association Recommendation – Gateway
Holiday Lighting

Action Requested

1. Approve a proposed North Lake Tahoe Resort Association infrastructure account expenditure for replacement and installation of new gateway holiday lighting in the amount of \$8,000, 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 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.

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 the Resort Association's Tourism & Community Investment Master Plan.

Brief Project Description / Funding Request

The Tahoe City Downtown Association ("Association") has led the effort to improve holiday lighting in community gateway areas throughout North Lake Tahoe. The Association last year implemented a program in Tahoe City and Kings Beach gateway areas along the major highway corridors. This year, the Association is recommending that the program be expanded, to provide replacement lights in Tahoe City where snow removal and other weather-related impacts have occurred, and to expand lighting to more trees throughout that gateway, as well as at the entrance to Squaw Valley. The

total project cost is \$10,600, 25 percent of which will be matched with private funding from local businesses.

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.