



MEMORANDUM
COUNTY EXECUTIVE OFFICE - TAHOE DIVISION
ADMINISTRATION
County of Placer

TO: Honorable Board of Supervisors **DATE:** June 24, 2025
FROM: Daniel Chatigny, County Executive Officer
BY: Stephanie Holloway, Deputy County Executive Officer
SUBJECT: North Lake Tahoe Tourism Business Improvement District Renewal Update and TOT-TBID Dollars at Work Emergent Grant Cycle

ACTION REQUESTED

1. Receive a presentation on the North Lake Tahoe Tourism Business Improvement District renewal effort and the TOT-TBID Dollars at Work Program's new emergent grant cycle.

BACKGROUND

North Lake Tahoe Business Improvement District:

Tourism Business Improvement Districts provide a funding mechanism that is controlled by tourism-related businesses that agree to assess themselves on goods and services. These assessments are typically passed on to the customer at the point of sale.

In partnership with the North Lake Tahoe Resort Association (dba North Tahoe Community Alliance), your Board approved the formation of the North Lake Tahoe Tourism Business Improvement District (NLTTBID) for a five-year term, ranging from July 1, 2021, through June 30, 2026. The money collected through the NLTTBID is managed by the North Tahoe Community Alliance (NTCA) with oversight from the NTCA Board of Directors and corresponding committees. Representatives of NLTTBID assessed businesses participate on the NTCA Board of Directors and on other related NTCA committees.

The NLTTBID is set to expire on June 30th, 2026. NTCA leaders and steering committee members, supported by consultant experts, are working on a renewal effort in hopes of continuing funding support from local businesses for community needs in North Lake Tahoe and eastern Placer County. NTCA staff will provide an update on the accomplishments of the NLTTBID to date, as well as the timeline and high-level changes that they will be bringing forward to businesses, the NTCA Board of Directors and ultimately the Board of Supervisors this summer and fall. In addition, they will share some high-level results of the most recent Dean Runyan report, which measures the economic impact of Tourism.

NLTTBID Renewal Timeline Milestones:

- June 4 –NTCA Board of Directors – update on anticipated modifications to the Management District Plan (MDP)
- June 24 – Placer Board of Supervisors – update on Board of Director's meeting and anticipated modification to the Management District Plan (MDP)

Honorable Board of Supervisors

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- August 6 – NTCA Board of Directors – potential adoption of Draft MDP
- August through September - Petition drive
- September 22/23 – Placer Board of Supervisors – Resolution of Intent to renew the TBID (Action)
- September 24 – Clerk of the Board - Notice of Public Hearing
- October 21 – Placer Board of Supervisors - Public Hearing – (No Action)
- November 18 – Placer Board of Supervisors – Public Hearing and Adoption of Resolution of Formation (Action)

TOT- TBID Dollars at Work Emergent Grant Cycle:

The TOT-TBID Dollars at Work program was established by the NTCA, in conjunction with Placer County CEO office, to strategically allocate Transient Occupancy Tax (TOT) and North Lake Tahoe Tourism Business Improvement District (NLT-TBID) assessment funds to support programs and projects that enhance community vitality, economic health, and environmental sustainability in the North Lake Tahoe region. The Emergent Grant Cycle supports projects/programs that are considered urgent and fall outside the Annual Grant Cycle (typically August-November). NTCA staff will provide an update on this new element of the larger program.

FISCAL IMPACT

There is no fiscal impact to the County General Fund.

ATTACHMENTS

None