

north lake tahoe

MEMORANDUM

Date: 7.10.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: June-July Updates

Updates and Activities:

- NLTRA - Placer County Contract – approved June 26th by Board of Supervisors with minor wording changes in the dispute resolution clause. Changes were approved by Chair and Vice Chair.
- SV-AM Micro Mass Transit TBID – Attended the Board of Supervisors meeting today. They voted unanimously to move this forward. Presented the positive comments and concerns raised by the Board. See attached information including the formation timeline.
- Capital Projects Advisory Committee – Committee reviewed 29 projects submitted with total requests of \$35 million. The available balance of County TOT funds is \$5.8 million. The Committee voted to recommend \$4.997 million of TOT funding for 18 separate projects to the Board of Supervisors. Next meeting is July 26 to consider allocations of the remaining \$800K toward some or all of 8 other projects. These projects' total initial request was \$1.6 million but each organization has been asked to consider reducing their request. See attached. TOT Ordinance Update – Placer County will be holding meetings on August 20th to discuss proposed TOT Ordinance changes. They have requested our participation in outreach to lodging partners.
- Working with the Ritz Carlton to coordinate a live broadcast by Peter Greenberg World Wide Radio on our destination, this Thursday, July 12. Authorized \$5,500 of Marketing Coop funding for the broadcast costs. See attached contract.
- Interviewed by Moonshine Ink on litigation on Tahoe City Lodge project. Given the litigation involves two of our Board members, I was careful to provide background from my previous position and comments in general on litigation impacts to future development.
- Reviewed three proposals and selected Sandbox Design to develop new website for NLTRA.org. Working with staff on discovery and design.
- Working with consultant and legal counsel on new employee manual.
- Attended Federal Reserve Bank of SF's presentation on Investing in Adaptation seminar.
- Working with staff on annual report.
- Completing reviews for all employees.



Radio Show Protocol - Domestic
(Mexico, Canada & Caribbean)

Radio Show Details:

Show Date: 7.12.18

Location: Ritz Carlton Lake Tahoe

On-site Contact: (Please print) Shauna Faris / Bruce Seigel

Phone/Email 530.562.3005

Host Event Coordinator: (Please print) Daphne Lange 530.581.8709

I, CINDY GUSTAFSON, on behalf of NLTRA agree to abide by the RADIO terms
NAME OF REPRESENTATIVE NAME OF COMPANY/HOST

and conditions outlined in the above document on 7.9.18, 2017. Per this agreement, a
MONTH/DAY

radio broadcast date will be mutually agreed upon by both parties 7.12.18.
DATE

x Cindy Gustafson
FOR HOST, TITLE CEO
NLTRA

x _____
FOR CHECK SIX PRODUCTIONS, TITLE

For guests/logistics: Darra Stone darra@petergreenberg.com 818.985.9160
For all technical inquiries: Mike Worrall mike@petergreenberg.com 310.840.4847
For other information: Andrea Pennywell andrea@petergreenberg.com 818.985.9160

Please include cover sheet and
fax to
818.985.9173
ATTN: Andrea Pennywell



Radio Show Protocol – Domestic (Mexico, Canada & Caribbean)

Peter Greenberg, Travel Editor for CBS News and America's most recognized and respected front-line travel journalist, broadcasts his nationally syndicated radio show, Peter Greenberg Worldwide, every Saturday from 10am to 1pm ET. This three-hour weekly radio program and a daily short form travel feature is heard from different remote locations around the globe. There is no appearance fee for this broadcast but a flat production fee to cover expenses – (see below).

GUESTS

We are open to journalists, authors, historians, and others who can talk about the culture, art, history, topography, and unusual/great services of the region or location. As a matter of long-standing policy, we do not book hotel general managers, convention and visitor bureau personnel, chamber of commerce officials, or anyone deemed too promotional. But we remain open to consider a wide range of interesting guests.

TECHNICAL REQUIREMENTS

'In order to produce Peter Greenberg Worldwide, we need to connect to our US studio via 'high speed' Internet. 'High Speed' Internet means a wired (Ethernet) Internet connection of at least 10 Mbps that is generally free from "unlimited other users." We require that 'Port 5004' be open on any routers / firewalls.' This will be provided and/or installed by the host venue.

Equipment to be supplied by venue, or venue covers cost of shipping from the states

- One ISDN or IP Codec (Must be confirmed by PG engineer for compatibility)
- One 2-bus (minimum) audio mixer (Mackie 1202 VLZ or equivalent)
- 2 microphones + desk stands / pop filters/(Shure Beta 58 or equivalent)
- 4 pair (minimum) of closed ear headphones

LOGISTICS

- A flat \$5,500 fee due upon signing to cover production/travel costs including (but not limited to); roundtrip airfares for Mr. Greenberg, his producer and radio engineer, shipping of equipment, additional ground transportation from originating airports, crew meals and fees.
- Ground transportation upon arrival at the location will be provided and covered by the host venue for Mr. Greenberg and crew.
- Printing and wifi provided by venue.
- Venue provides separate hotel accommodations for both host and crew.

Tourism Master Plan Grant Funds Preliminary Results

Group	Project Name	Ranking Number	Accumulative Project Ranking Total	Project Average	TOT Request	TOT Funds Recommended by CAP Committee	Notes
Group 1 *	Fanny Bridge Replacement	1	1638	126.00	\$ 550,000.00	\$ 550,000.00	-
	Martis Valley Trail	2	1632	125.54	\$ 500,000.00	\$ 500,000.00	-
	Maris Valley Trail Project- Section 3B	3	1593	122.54	\$ 300,000.00	\$ 300,000.00	-
	Trail Signage	4	1500	115.38	\$ 18,278.00	\$ 18,278.00	-
	Memorial Overland Emigrant Trail- Phase 2	5	1488	114.46	\$ 495,000.00	\$ 495,000.00	-
	North Tahoe Trail	6	1458	112.15	\$ 400,000.00	\$ 400,000.00	-
	West Shore Highway Crossing Improvements	7	1415	108.85	\$ 100,000.00	\$ 100,000.00	-
	Truckee River Recreational Access Plan	8	1412	108.62	\$ 1,150,000.00	\$ 1,150,000.00	-
	Trail and History Hub at Donner Summit	9	1261	105.08	\$ 84,996.00	\$ 84,996.00	-
	Bike Repair Stations	10	1364	104.92	\$ 11,291.00	\$ 11,291.00	-
	The Stages at Northstar, A Multi-venue Performing Arts	11	1361	104.69	\$ 500,000.00	\$ 500,000.00	-
	Tahoe City Mobility Improvement Project	12	1352	104.00	\$ 100,000.00	\$ 100,000.00	-
	Kings Beach Western Approach	13	1349	103.77	\$ 100,000.00	\$ 100,000.00	-
	Tahoe City Parking Facilities	14	1194	91.85	\$ 150,000.00	\$ 150,000.00	-
	Donner Summit Visitors' Center Feasibility Study	19	971	80.92	\$ 29,629.00	\$ 29,629.00	-
	Message Boards and Outreach Materials	24	834	64.15	\$ 43,443.00	\$ 43,443.00	-
Kings Beach LED Lighting Program	20	1021	78.54	\$ 18,958.00	\$ 14,542.00	Reduced Funding Recommended	
Transit Priority Infrastructure Project	16	1170	90.00	\$ 450,000.00	\$ 450,000.00	Group 2 (added to Group 1)	
Group 1 Sub Total					\$ 5,001,595.00	\$ 4,997,179.00	
Group 2 **	Tahoe Vista Vision Master Plan	26	745	57.31	\$ 90,000.00	\$ -	Group 2 (added to Group 1) (10k NTBA proposal)
	Tahoe Cross Country Lodge Replacement and Expansion	15	1176	90.46	\$ 405,536.00	\$ -	-
	Truckee River Culvert Outflow and Floodplain Restoration	17	1166	89.69	\$ 230,100.00	\$ -	-
	Squaw Valley Park- Winter Access and Trail Enhancement	18	1166	89.69	\$ 360,000.00	\$ -	-
	Sierra Nevada Olympic 7 Winter Sport Museum Phase IV	21	924	77.00	\$ 220,000.00	\$ -	-
	Heritage Bear Statue	22	971	74.69	\$ 31,140.00	\$ -	-
	Tahoe City Firehouse Properties	23	943	72.54	\$ 225,000.00	\$ -	-
	Squaw Park Pavilion	25	777	59.77	\$ 55,620.00	\$ -	-
Group 2 Sub Total					\$ 1,617,396.00	\$ -	
Removed from consideration	Enhanced Fire Protection Services for Tourism and Community Safety	27	617	47.46	\$ 1,593,531.00	\$ -	Removed from consideration
	West Shore Light Plan	28	551	42.38	\$ 30,000.00	\$ -	Removed from consideration
	Fire Station and Community Park Improvement Project	29	542	41.69	\$ 26,879,170.00	\$ -	Removed from consideration
Removed from Consideration Sub Total					\$ 28,502,701.00	\$ -	
Total Grant Requests					\$ 35,121,692.00		
TOT Funds Available to be Allocated					\$ 5,800,000.00		
Group 1 Total TOT Fund Recommend by CAP Committee					\$ 4,997,179.00		
Remaining TOT Funds					\$ 802,821.00		
Group 2 Remaining Grant Requests					\$ 1,617,396.00		

* Group 1 projects to be recommended to the Placer County Board of Supervisors on July 24th

** Group 2 projects will go to the CAP committee for further discussion on July 26th

- Purpose:** The SV|AM MMTD is designed to provide specific benefits directly to payors by diminishing the negative effects of high vehicle traffic on area roads and parking lots. The micro mass transit program will transport assessed businesses' guests, employees, and owners to high traffic hubs throughout the region to improve traffic conditions, the guests' experience, and safety.
- Duration:** The proposed SV|AM MMTD will have a five (5) year life, beginning October 1, 2018 through September 30, 2023. Once per year, beginning on the anniversary of SV|AM MMTD formation, there is a thirty (30) day period in which lodging business operators and ski resort businesses paying fifty percent (50%) or more of the assessment may protest and initiate a Board of Supervisors hearing on SV|AM MMTD termination.
- Collection:** The County will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business operator and ski resort business located in the boundaries of the SV|AM MMTD. The County shall take all reasonable efforts to collect the assessments from each lodging business operator and ski resort business.
- Management:** The Squaw|Alpine Transit Company (SATCo) will serve as the SV|AM MMTD's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Board of Supervisors.
- Protest:** Any owner of a lodging or ski resort business within the proposed SV|AM MMTD that will be subject to the assessment may protest the establishment of the SV|AM MMTD. If written protests are received from the owners of lodging or ski resort businesses in the proposed SV|AM MMTD who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the SV|AM MMTD shall not be established and the assessment shall not be imposed.

You may mail a written protest to:

Office of the Clerk of the Board
County of Placer
175 Fulweiler Avenue
Auburn, CA 95603

You may also appear at the public meeting or hearing and submit a written protest at that time.

- Information:** Should you desire additional information about this proposed SV|AM MMTD or assessment contact:

Keith Fountain
SV|AM MMTD Steering Committee Chair
(415) 606-1743
keith@riverwoodpartners.net

NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE ESTABLISHMENT OF THE SQUAW VALLEY | ALPINE MEADOWS MICRO MASS TRANSIT DISTRICT AND LEVY OF AN ASSESSMENT ON CERTAIN LODGING AND SKI RESORT BUSINESSES WITHIN THE DISTRICT

NOTICE IS HEREBY GIVEN that on July 10, 2018, the Board of Supervisors (the "Board") of the County of Placer (the "County") adopted a Resolution of Intention to establish the Squaw Valley | Alpine Meadows Micro Mass Transit District (the "SV|AM MMTD") and to levy an assessment on certain lodging and ski resort businesses within the SV|AM MMTD as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 9:00 a.m. on July 24, 2018, at the North Tahoe Event Center, 8318 North Lake Boulevard, Kings Beach, CA 96143, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the establishment of the SV|AM MMTD and the levy of assessments therein pursuant to Government Code section 54954.6.

NOTICE IS HEREBY FURTHER GIVEN that at 9:00 a.m. on August 28, 2018, at the County of Placer Board Chambers, 175 Fulweiler Avenue, Auburn, CA 95603, has been set as the time and place for a public hearing at which time the Board proposes to establish the SV|AM MMTD and to levy the proposed assessment.

Boundaries: The proposed SV|AM MMTD includes all lodging and ski resort businesses located within the boundaries of Squaw Valley and Alpine Meadows in unincorporated Placer County (County).

Assessment: Lodging Businesses:

The annual lodging business assessment rate is one percent (1%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any federal or state officer or federal credit union employee when on official business; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; stays pursuant to rooms donated or paid by the Red Cross or other charitable organization for the express purpose of providing temporary emergency shelter; complimentary stays where no rent is received; stays by the owner of a timeshare estate occupying a room or rooms in a timeshare project, as defined in Business and Professions Code Section 11212 or its successor statute; stays by the owner of a membership camping contract as defined in Civil Code Section 1812.300; and stays pursuant to contracts executed prior to October 1, 2018.

Ski Resort Businesses:

The annual ski resort assessment rate is one percent (1%) of gross daily lift ticket revenue. Lift tickets that are valid at multiple ski resorts will be assessed for that portion of the sales price that is attributable to the ski resort businesses within the SV|AM MMTD boundary. Season passes will not be subject to the assessment.

Budget: The total SV|AM MMTD annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$715,000. This budget is expected to fluctuate as room and lift ticket sales do, but is not expected to significantly change over the SV|AM MMTD's term. In addition, stakeholders may request additional funding from Placer County to be able to provide more effective and robust service.



Squaw Valley | Alpine Meadows Micro Mass Transit District Formation Timeline

May 1, 2018

Action	Date
Develop new Management District Plan (MDP) and Petition	May 1-4, 2018
Submit MDP and Petition to County	May 7, 2018
Final MDP and petition approved by County staff	May 14, 2018
Petition Drive	May 15-June 25, 2018
Submit draft ROI, Notice, and ROF to County staff	June 18, 2018
Submit Petitions total over 50% of assessment to County	June 25, 2018
Board of Supervisors – Initial Hearing <ul style="list-style-type: none"> • Resolution of Intention 	July 10, 2018
Mail <ul style="list-style-type: none"> • Notice of Public Meeting/Hearing - <i>Must be mailed 1 day (next day) after ROI is adopted. Clerk of the Board certification of mailing is required.</i> 	July 11, 2018
Board of Supervisors – Public Meeting <ul style="list-style-type: none"> • Public Meeting – No action required - <i>Must be held at least 10 days after Notice of Public Meeting/Hearing is mailed and at least 7 days before Public Hearing is held.</i> 	July 24, 2018
Board of Supervisors – Public Hearing <ul style="list-style-type: none"> • Public Hearing & Adopt Resolution of Formation - <i>Must be held at least 45 days after Notice is mailed.</i> 	August 28, 2018
District begins collecting assessment	October 1, 2018

Placer County Board of Supervisors typically meets on the 1st and 3rd Tuesday of the month at 9 AM.

I. OVERVIEW

Developed by Squaw Valley and Alpine Meadows lodging and ski resort businesses, the Squaw Valley | Alpine Meadows Micro Mass Transit District (SV|AM MMTD or District) is an assessment district proposed to provide specific benefits to payors, by funding a micro mass transit service for assessed lodging and ski resort businesses.

Location: The proposed SV|AM MMTD includes all lodging and ski resort businesses located within the boundaries of Squaw Valley and Alpine Meadows in unincorporated Placer County (County), as shown on the map in Section III.

Services: The SV|AM MMTD is designed to provide specific benefits directly to payors by diminishing the negative effects of high vehicle traffic on area roads and parking lots. The micro mass transit program will transport assessed businesses' customers, guests, employees, and owners to high traffic hubs throughout the region to improve traffic conditions, the guests' experience, and safety.

Budget: The total SV|AM MMTD annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$715,000. This budget is expected to fluctuate as room and lift ticket sales do, but is not expected to significantly change over the SV|AM MMTD's term. In addition, stakeholders may request additional funding from Placer County to be able to provide more effective and robust service.

Cost: Lodging Businesses:
The annual lodging business assessment rate is one percent (1%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any federal or state officer or federal credit union employee when on official business; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; stays pursuant to rooms donated or paid by the Red Cross or other charitable organization for the express purpose of providing temporary emergency shelter; complimentary stays where no rent is received; stays by the owner of a timeshare estate occupying a room or rooms in a timeshare project, as defined in Business and Professions Code Section 11212 or its successor statute; stays by the owner of a membership camping contract as defined in Civil Code Section 1812.300; and stays pursuant to contracts executed prior to October 1, 2018.

Ski Resort Businesses:

The annual ski resort assessment rate is one percent (1%) of gross daily lift ticket revenue. Lift tickets that are valid at multiple ski resorts will be assessed for that portion of the sales price that is attributable to the ski resort businesses within the SV|AM MMTD boundary. Season passes will not be subject to the assessment.

Collection: The County will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business operator and ski resort business located in the boundaries of the SV|AM MMTD. The County shall take all reasonable efforts to collect the assessments from each lodging business operator and ski resort business.

Duration: The proposed SV|AM MMTD will have a five (5) year life, beginning October 1, 2018 through September 30, 2023. Once per year, beginning on the anniversary of SV|AM MMTD formation, there is a 30-day period in which lodging business operators and ski resort businesses paying fifty percent (50%) or more of the assessment may protest and initiate a Board of Supervisors hearing on SV|AM MMTD termination.

Management: The Squaw|Alpine Transit Company (SATCo) will serve as the SV|AM MMTD's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Board of Supervisors. The Owners' Association is committed to coordinating and connecting SV|AM MMTD transit service with Placer County's Tahoe Truckee Area Regional Transit service, and maintaining regular communication with regional stakeholders, including the Truckee North Tahoe Transportation Management Association and the North Lake Tahoe Resort Association and will consider disestablishing the SV|AM MMTD or combining the SV|AM MMTD and its resources with a comprehensive district or regional transit service system in the future.

2018-2023



SQUAW VALLEY | ALPINE MEADOWS MICRO MASS TRANSIT DISTRICT MANAGEMENT DISTRICT PLAN

*Prepared pursuant to the Property and Business Improvement District Law of
1994, Streets and Highways Code section 36600 et seq.*

May 18, 2018

Cindy Gustafson

From: Keith Fountain
Sent: Thursday, June 28, 2018 10:07 AM
To: Keith Fountain
Subject: SV|AM MMTD: Petition, Notice & Hearing Update
Attachments: SVAM MMTD MDP 5-18-18.pdf; SVAMMMTD Formation Timeline 5-1-18.docx; SVAM MMTD Notice 6-21-18.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear MMTD Supporters,

As you may know, we have conducted a second petition drive and revised our Management District Plan (attached for your reference) given the change in Squaw Valley Ski Holdings (SVSH) funding from an annual \$165,000 contribution to a 1% assessment on day lift passes.

I am pleased to inform you that we have attained petition support from over 60% of assessed businesses in the proposed district, or virtually all the major accommodation providers except one, and of course SVSH.

Our formation Timeline, including the Placer County Supervisor hearings on July 10th, July 24th and August 28th, and the formal Public Notice to be mailed to all 700 plus TOT Certificate Holders in the proposed district on July 11th are also attached for your reference.

Please call if you have any questions.

Plans for the hearings are underway and you will be informed of any opportunities to participate soon.

Thank you for your continued support.

Keith Fountain
SV|AM MMTD Steering Committee Chairman



Riverwood Partners
24000 Upton Road
Shenandoah Valley
Plymouth, CA 95669
keith@riverwoodpartners.net
209-245-6487 Work
415-606-1743 Mobile

PETER GREENBERG WORLDWIDE CHECK SIX PRODUCTIONS



BILL TO:
Attn: Cindy Gustafson
NLTRA
Lake Tahoe

SHIP TO:
 11071 Ventura Blvd.
 Studio City,
 California 91604

INVOICE #: TahoeRS071218
INVOICE DATE: 07/09/18
CUSTOMER ID: NLTRA RS

CHECK SIX PRODUCTIONS
 11071 VENTURA BLVD.
 STUDIO CITY, CALIFORNIA 91604

818 985 9160 - OFFICE
 818 985 9173 - FAX

ANDREA@PETERGREENBERG.COM EMAIL
WWW.PETERGREENBERG.COM

INVOICE

Date	Event Date	Location	Event	Contact Name	Payment Date	Terms	Tax ID
07/09/18	07/12/18	Lake Tahoe	Radio Show	Cindy Gustafson	07/12/18	Due on 07/12/18	95-4850370

Quantity	Item	Units	Description	Discount %	Taxable	Unit Price	Total
1			Production Cost				\$5,500.00

NOTES:
 Please make checks payable to Check Six Productions

 For Bank Wire Transfer:
 *Name on Account: Check Six Productions
 *Bank: City National Bank
 *Bank Address: 400 North Roxbury Drive, Beverly Hills, CA 90210
 *Branch Phone Number: 310 888-6163
 *Bank Account Number: 101845893
 *Bank Routing Number: 122016066
 *SWIFT Code: CINAUS6L

SUBTOTAL	\$5,500.00
MISCELLANEOUS	
BALANCE DUE	\$5,500.00

Approved by

 7.10.18

