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## **North Tahoe Community Alliance to convene and oversee the Capital Projects Advisory Committee**

TAHOE CITY, Calif. -- The Placer County Board of Supervisors on Tuesday unanimously approved an amendment to a five-year agreement with the North Tahoe Community Alliance that gives the organization oversight and administrative support over the Capital Projects Advisory Committee.

The CAP Committee was created by the Board of Supervisors in 2018 to recommend projects for funding raised through an extra 2% transient occupancy tax paid by overnight visitors who stay in hotel or short-term rental properties as approved by voters in eastern Placer County.

The additional 2% TOT (above the countywide 8% rate) generates approximately \$5.4 million annually. Projects that have received funding through this program have included paved trails like the Martis Valley Trail and Dollar Creek Trail, community signage, the Fanny Bridge project and many other infrastructure improvements that benefit community members and visitors alike.

The NTCA will now oversee both the CAP Committee and the TOT Committee, created in 2021 with the formation of the North Lake Tahoe Tourism Improvement District. The restructuring will allow the NCTA to hold joint meetings of the two committees as they make TOT funding recommendations to the NTCA board. The NTCA board recommendations will then move to the Placer County Board of Supervisors who will continue to have final approval authority over the use of TOT funds.

“Seeing as the NTCA used to oversee this committee, we’ve really come full circle and it’s great to have this partnership reestablished,” said District 5 Supervisor Cindy Gustafson. “These committees do great work to recommend projects that mitigate the impacts of tourism and peak visitation in our region and I believe we need more community awareness on the benefits of these projects.”

The agreement requires that the NCTA keep the CAP Committee’s current membership and

seat designation the same through the 2023 annual grant cycle to maintain consistency however, they have the flexibility to make modifications to maximize efficiencies thereafter.

The board's vote authorizes the County Executive Office to execute an agreement with the NTCA for additional funding for the remaining three years of the five-year contract. This includes up to \$150,000 for the current fiscal year and an additional 3% cost-of-living increase in each of the subsequent years of the contract.

"The Board of Supervisors' decision to move the CAP Committee under the purview of the NTCA signals their trust in the leadership of our staff and board, their belief in the vision and direction of our organization, and their confidence in our ability to engage the North Lake Tahoe community," said Tony Karwowski, NTCA president and CEO. "We are committed to ensuring that TOT dollars generated in our region are applied toward initiatives that will have an impact and help continue to build a successful, sustainable future for North Lake Tahoe that emphasizes economic health, community vitality and environmental stewardship."

Learn more about the CAP Committee here: <https://www.placer.ca.gov/3565/Capital-Projects-Advisory-CAP-Committee>

Learn more about TOT Committee here: <https://www.northtahoecommunityalliance.com/who-we-are/tot-committee/>

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## **About Placer County TOT**

Placer County's 8% transient occupancy tax is collected through overnight lodging from visitors to the area. In eastern Placer County, an additional 2% is charged, which helps fund important CAP Committee-recommended programs and services in North Lake Tahoe. Since voters approved the addition of the 2%, more than \$50 million has funded local infrastructure projects, transportation services and other projects for the benefit of the North Lake Tahoe community and its visitors.

## **About the North Tahoe Community Alliance**

The North Tahoe Community Alliance collaborates with regional stakeholders to make the TOT-TBID Dollars At Work program support a vibrant, year-round economy that benefits residents, businesses, and visitors of North Lake Tahoe. The organization also advocates for and funds local transportation and workforce housing solutions, visitor services, and promotes responsible and off-peak season travel with a focus on stewardship education. Governed by a volunteer board of directors and committees composed of local business owners and their representatives, the NTCA is funded by a tourism business improvement district in contract with Placer County. Formerly known as the North Lake Tahoe Resort Association, the organization was renamed the NTCA in 2023 to align with its new mission. Learn more at [www.northtahoecommunityalliance.com](http://www.northtahoecommunityalliance.com).