

**PETITION TO THE COUNTY OF PLACER  
TO FORM THE NORTH LAKE TAHOE TOURISM & BUSINESS IMPROVEMENT  
DISTRICT (NLTTBID)**

We petition you to initiate proceedings to form a Tourism & Business Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Business Name

Business Owner


Owner Representative/Owner Name (printed)

Title

Owner/Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Rob Kautz  
North Lake Tahoe Resort Association  
100 North Lake Blvd.  
Tahoe City, CA 96145  
Rob@gotahoenorth.com

**EXHIBIT A**  
**MANAGEMENT DISTRICT PLAN SUMMARY**

**Location:** The proposed NLTTBID includes all lodging, restaurant, retail, activities and attractions businesses, that receive over twenty percent (20%) of their revenues from visitors, located within the boundaries of the eastern portion of unincorporated Placer County, as shown on the map below.

**Services:** The NLTTBID is designed to provide specific benefits directly to payors by increasing business sales and improving business conditions. Marketing, promotions, and special events; visitor services & visitor centers operations; business support and advocacy; economic development and transportation; and sustainability and mitigation of tourism impacts programs will be provided to assessed businesses, thereby increasing business sales.

**Budget:** The total NLTTBID annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$6,000,000. This budget is expected to fluctuate as business sales fluctuate.

**Cost:** Based on the benefits received, the assessment rate will be structured as indicated below.

Lodging businesses will be assessed two percent (2%) of gross short-term room rental revenue in benefit zone 1 and one percent (1%) of gross short-term room rental revenue in benefit zone 2. Lodging businesses are assessed at the retail, restaurant, and activities and attractions tourism businesses (RRAA businesses) rate for their tier for sales or rentals of non-lodging goods and services.

RRAA businesses are divided into three (3) tiers:

- Tier 1 RRAA businesses are those with \$150,000 or more in annual gross revenue and receive at least half of that annual gross revenue from visitors. The annual assessment rate for tier 1 RRAA businesses is one percent (1%) of gross revenue;
- Tier 2 RRAA businesses are those with more than \$50,000 but less than \$150,000 in annual gross revenue, or which have \$150,000 or more in annual gross revenue but do not receive at least half of that annual gross revenue from visitors. The annual assessment rate for tier 2 RRAA businesses is \$250 per year;
- Tier 3 RRAA businesses are those with \$50,000 or less in annual gross revenue. The annual assessment rate for tier 3 RRAA businesses is \$50 per year

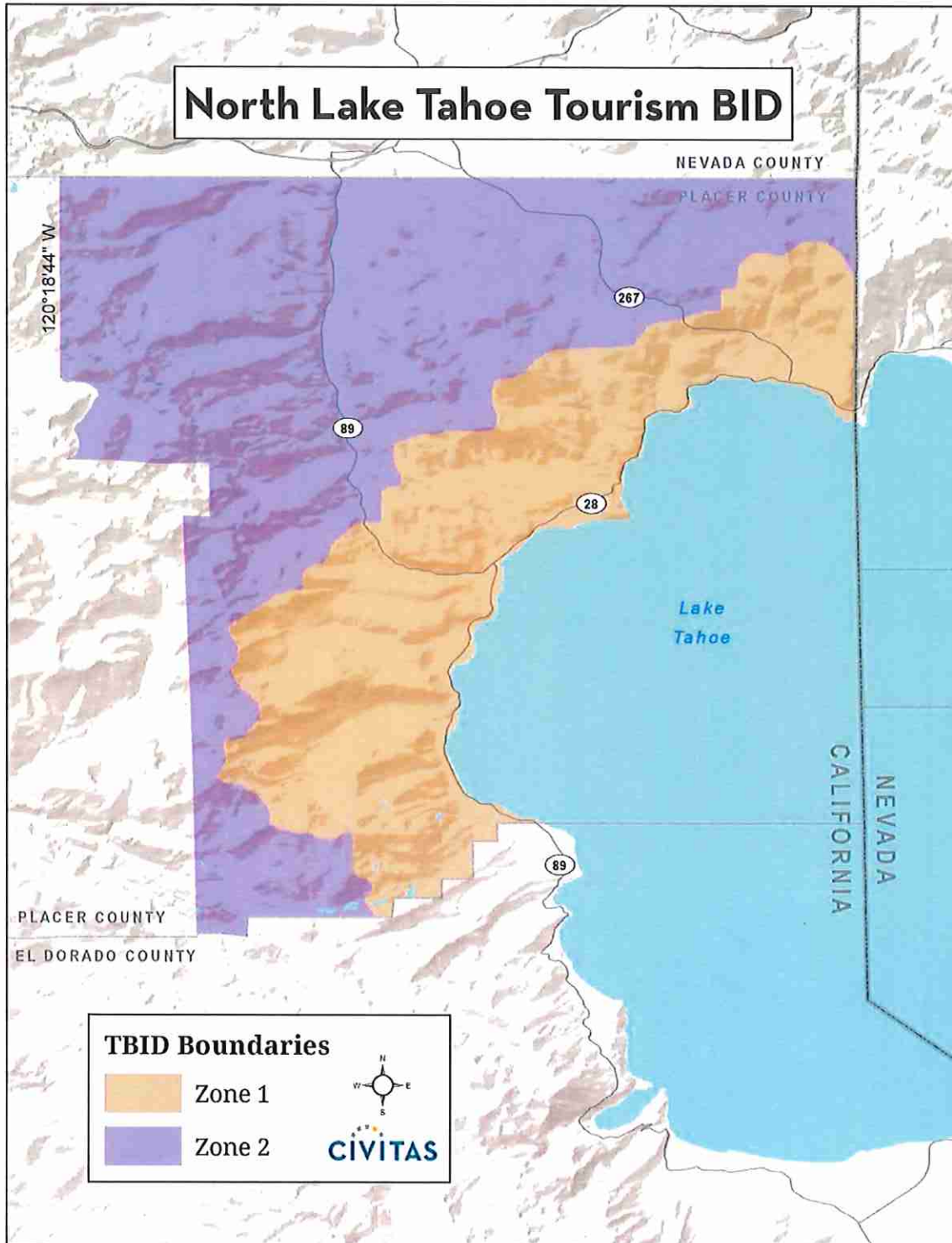
Businesses located within other businesses, such as restaurants located within a hotel, will be assessed at the rate for that business type and not at the rate of the other business in which they are located. Businesses that receive twenty percent (20%) or less of their revenues from visitors shall not be assessed. A visitor is defined as any individual whose length of stay within the NLTTBID is thirty (30) consecutive days or less. Nonprofit corporations and internet or wholesale businesses shall not be assessed based on the benefit received.

EXHIBIT A  
MANAGEMENT DISTRICT PLAN SUMMARY

- Collection: The County will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each assessed business located in the boundaries of the NLTTBID. The County shall take all reasonable efforts to collect the assessments from each assessed business.
- Duration: The proposed NLTTBID will have a five (5) year life, beginning July 1, 2020, or as soon as possible thereafter and end five years from its start date. Once per year, beginning on the anniversary of NLTTBID formation, there shall be a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Board of Supervisors hearing on NLTTBID termination.
- Management: The North Lake Tahoe Resort Association, Inc. will serve as the NLTTBID'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.

**EXHIBIT A**  
**MANAGEMENT DISTRICT PLAN SUMMARY**

*Boundary Map*



## North Lake Tahoe TBID Governance Structure

### ***North Lake Tahoe Resort Association Board of Directors***

(16 elected members, the Owners' Association for the NLTTBID, charged with responsibility to implement the Management District Plan)

Squaw Alpine	North Shore Lodging/Prop Mgmt	Squaw Valley Buisines Association
Northstar	West Shore Lodging/Prop Mgmt	Northstar Business Association
Homewood	Activity Business	At – Large Seat
Resort at Squaw Creek	Food & Beverage Business	At – Large Seat
Ritz Carlton Lake Tahoe	Tahoe City Downtown Association	
Placer County Board of Sups	North Tahoe Business Association	Non-voting Placer County CEO Office Rep

### ***North Lake Tahoe TBID Advisory Committee***

(7-9 members, majority from assessed businesses, to advise NLTRA Board on implementation of the Management District Plan)

Squaw Alpine
Northstar
Zone 1 Region
4-6 At-large members

### ***Zone 1 Advisory Committee***

(5-7 members, majority from assessed Zone 1 Lodging, recommend to Board the use of Zone 1 specific funds)

Zone 1 Lodging (majority)
At-large members



north lake tahoe  
Chamber | CVB | Resort Association

## Dear Business Owner,

The North Lake Tahoe Resort Association / Chamber of Commerce (NLTRA) is leading an effort to form a Tourism Business Improvement District (TBID) for the North Lake Tahoe region.

Enclosed is a Petition to form the North Lake Tahoe TBID. The formation of a TBID will provide resources to improve our local business communities, including:

## \$4.1 Million

In Transient Occupancy Tax will be redirected to the North Tahoe region for transportation solutions, traffic management projects and workforce housing initiatives.

## \$6.1 Million

TBID revenues will bolster a year-round economy, offset tourism impacts and support local businesses.

## What a TBID Means for North Lake Tahoe



### Local Control

North Tahoe businesses control what, when and how TBID funds are spent.



### Achievable Workforce Housing Solutions

Redirected TOT dollars will finance initiatives that increase the inventory of workforce housing.



### Transportation Management & Improvements

Redirected TOT dollars will enhance and expand public transportation and improve traffic circulation.



### Tourism Impact Offsets

TBID funds will be utilized to reduce tourism impacts on local communities.



### Market The Region

TBID funding will help market the North Lake Tahoe region more effectively

## Thank you,

Board of Directors, North Lake Tahoe Resort Association

For detailed information about the TBID and resources to learn more, please visit:

[NLTRA.org/Resources/TBID Resources](http://NLTRA.org/Resources/TBIDResources).

~~Petitions must be signed and returned by March 6- in order to be counted:~~

The NLTRA is hoping to receive signed petitions by March 16 to ensure they can be counted in a timely manner.

### Rob Kautz

Co-CEO of NLTRA

### North Lake Tahoe Resort Association

NLTRA.org | GoTahoeNorth.com

Rob@GoTahoeNorth.com

P: 530.913.7101

TBID Specialist



# Local Business Support

## FOR AN INVESTMENT IN NORTH TAHOE'S FUTURE



**Bill Dietz**

TAHOE LUXURY PROPERTIES

"Stable and strategic investment in our local housing, transportation and business infrastructure is critical. A TBID vote achieves this, and sets up our community, and our lodging properties, for a bright future."



**Dan Tester**

GRANITE PEAK MANAGEMENT

"We are at a critical crossroad and have a unique opportunity with a TBID. We are in favor of increased funding for transportation, affordable housing and marketing initiatives."



**Andre Priemer**

THE RITZ-CARLTON,  
LAKE TAHOE

"A vote for the North Tahoe TBID is a step in ensuring the long-term vitality of our economy and community. Investments like this will ensure North Tahoe continues to be a world-class community, and a destination that supports vibrant businesses in all seasons."



**Kylee Bigelow**

TAHOE CITY DOWNTOWN  
ASSOCIATION

"Tahoe City Downtown Association is supporting the TBID as we see it having great benefit for our community. This includes: local control over funds raised, \$4.1M freed up for workforce housing and transportation initiatives across the region, and a TBID that funds the NLTRA's and Business Associations' united support for our business community."



**Alex Mourelatos**

MOURELATOS  
LAKESHORE RESORT

"Housing is, and has been, perhaps the most critical issue that our communities and our businesses face. Without adequate housing businesses struggle to operate and our communities become more transient and unstable. A vote for the North Tahoe TBID puts the wheels in motion to address this critical issue head on."



**Brett Williams**

AGATE BAY REALTY

"There's a reason why over 100 TBIDs have been successful in California. A TBID allows the local business community to retain locally generated funds, and make spending decisions, versus the municipality, which doesn't specialize in tourism."



**Stephen Lamb**

PLUMJACK SQUAW  
VALLEY INN

"PlumpJack Squaw Valley Inn is supportive of the TBID because funds will allow independence for local operators with a much needed focus on transportation, affordable workforce housing and traffic improvements for both full-time residents and visitors."



**Ron Cohen**

SQUAW VALLEY  
ALPINE MEADOWS

"My experience with TBIDs (Mammoth Lakes, Olympic Valley) has been very positive. Revenues generated from TBIDs benefit businesses, residents and visitors, and enhance local communities."



**Cindy Gustafson**

DISTRICT 5 PLACER  
COUNTY SUPERVISOR

"The TBID is an exciting opportunity to address the funding needs we have today, while enabling local business control of these funds. If we don't have a thriving business community, we don't have community. Having all of our North Tahoe businesses united around a vision for the region and working together is profoundly impactful for our future."



**Dave Wilderotter**

TAHOE DAVE'S

"After being on the fence I've decided to full heartedly support the TBID process. I'm convinced we're not losing money as a community. We are gaining more control over more discretionary income. The county will continue to run transportation and add a trust for achievable housing through the current TOT process. The extra \$6.3 million in TBID funds plus \$4.1 million in TOT funds will be directed and spent by us, locally! Let's support this."



**Tom Turner**

TAHOE RESTAURANT  
COLLECTION

"My three restaurants in the Lake Tahoe Basin are impacted by visitation fluctuations caused by weather, visitor preferences and traffic challenges. A TBID would focus on strategic marketing initiatives during these periods, supporting a year-round local economy."



**Brendan Madigan**

ALPENGLOW SPORTS

"I am supporting a TBID because I believe in the economic stability of our communities. I find it vitally important for the local community to make decisions when it comes to our collective futures."



**Douglas Dale**

WOLFDAL'S

"The TBID vote is a unique two-for-one deal that allows us to implement transportation and housing solutions, while continuing to invest in our local business community. As a business that is directly affected by traffic issues, this investment unlocks our ability to solve a critical issue that must be addressed for our community to thrive."