



north lake tahoe

Chamber | CVB | Resort Association

TBID Zone 1 Committee
Date: Thursday, May 26 2022
Time: 12:30p.m.- 1 p.m.
Location: 100 North
Lake Blvd., Tahoe City

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | Vice Chair: DJ Ewan, Granlibakken
Jill Schott, Tahoe Moon Properties | Haley Packard, Packard Realty
Alex Mourelatos, Mourelatos Lakeshore Resort | Connor McCarthy, Homewood
Melissa Siig, TCDA

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/86255483757?pwd=RitWN0VIMXlaMHNjQUU1NmNKVGFwZ09>

as authorized by AB 361
Meeting ID: 862 5548 3757
Passcode: 122543
Dial by your location
+1 669 900 9128 US (San Jose)

- 12:30 p.m.** 1. Call to Order – Establish Quorum
- 12:35 p.m.** 2. Public Forum - Any person wishing to address the TBID Zone 1 Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the TBID Zone 1 Committee on items addressed under Public Forum.
- 12:40 p.m.** 3. Agenda Amendments and Approval (**Action**)
- 12:40 p.m.** 4. TCDA Lighting Project Proposal (**Action**)
- 12:55 p.m.** 5. Verbal Updates
- 1:00 p.m.** 6. Adjournment

Posted online at nltra.org



Memorandum

To: North Lake Tahoe Resort Association (NLTRA) Zone 1 Advisory Committee

From: Katie Biggers, TCDA Executive Director

Date: 5/26/2022

Re: Tahoe City Downtown Lighting 2022

Action Requested:

Approval of \$50,000 for Zone 1 Funding for 2022 Downtown Lighting - Perimeter Lighting and Character Tree Placement & Canopy Lighting for Heritage Plaza and Cobblestone

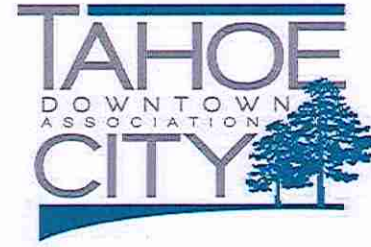
Background:

- We have had an initial scope that was discussed with Starlight Enterprises, and have taken to an RFP process before signing any contracts.
- In 2019, Tahoe City Downtown Association took a step toward sustainability with the help of our local utility company, Liberty Utilities - Tahoe, and many other sponsors.
- The Downtown Lighting Program has successfully upgraded to 100% LED lights, and now we are hoping to build upon that within the downtown corridor to create a more inviting atmosphere for our guests and residents.
- Funds will be used to enhance the gateway lighting throughout Tahoe City making it more festive year- round.
- This \$50,000 would be used to add string lights to areas that create setting and create atmosphere such as Heritage Plaza and Cobblestone (\$10,000 each - refer to Phase 5 of the Starlight Enterprises Estimate), and then form a matching grant program for perimeter lighting (\$15,000 - Refer to Phase 3 of the Starlight Enterprises Estimate) and character trees lit up at businesses (\$15,000 Refer to Phase 2 of the Starlight Enterprises Estimate).
- Starlight Enterprises will continue to do the town-wide lighting at a reduced cost.



- Starlight Enterprises proposal is attached for multiple trees that we discussed and perimeter lighting, and we would pick and choose which trees we decide to use.
- There will be reporting to the NLTRA once decisions are made to show that the funds were responsibly used.

Tahoe City Downtown Lighting



Lighting Up Downtown Tahoe City



Photo: Erik Bergen, Placer County

In 2019, Tahoe City Downtown Association took a step toward sustainability with the help of our local utility company, Liberty Utilities - Tahoe, Starlight Enterprises and many other sponsors.

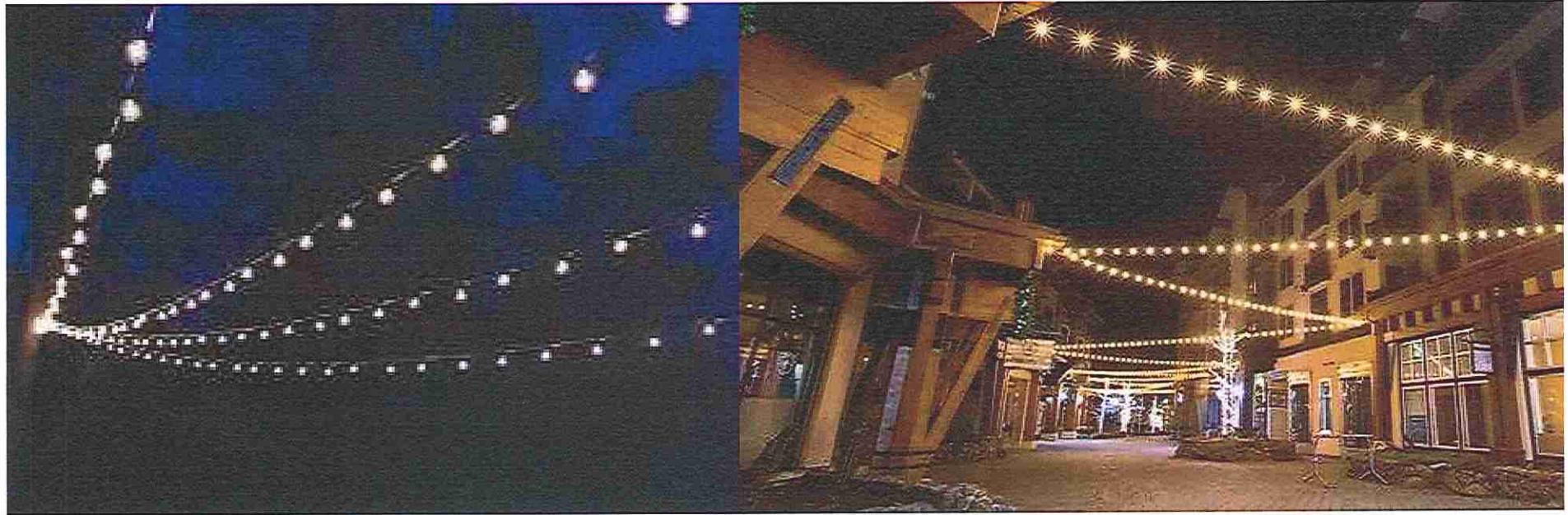
The Downtown Lighting Program has successfully upgraded to 100% LED lights, and now we are hoping to build upon that within the downtown corridor.



TCDA is committed to bringing joy to Tahoe City by lighting up the downtown core each year with more than 10,000 feet of lights.

Through generous donations from our business community, we help keep Tahoe City shining bright as part of our Downtown Lighting Program. This program is a yearly commitment to keeping vibrancy in the downtown core and to drive business to Tahoe City during the winter months.

We are looking to expand this into the summer months, by lighting up the downtown corridor and creating “space” via lighting in high traffic spots such as Heritage Plaza.



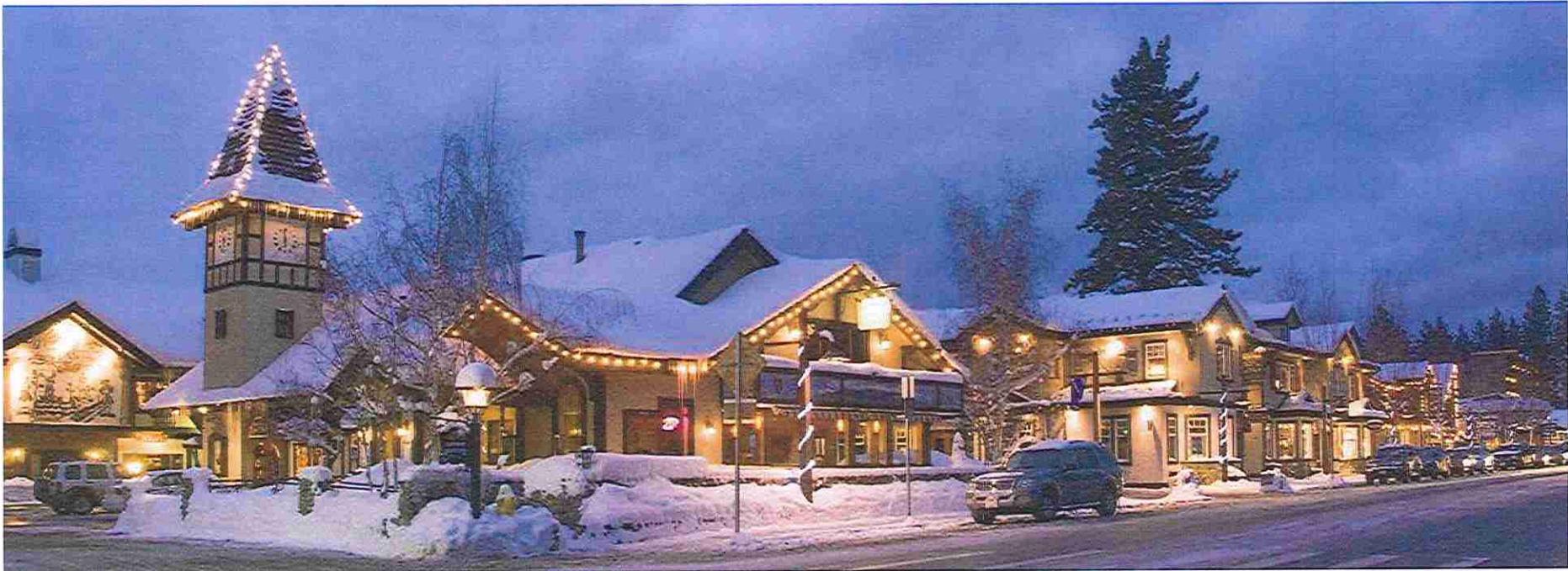
Canopy Lighting at Heritage Plaza & Cobblestone- \$10,000



Cobblestone for Reference



Character Tree Placement - \$15,000






Perimeter Lighting - \$15,000

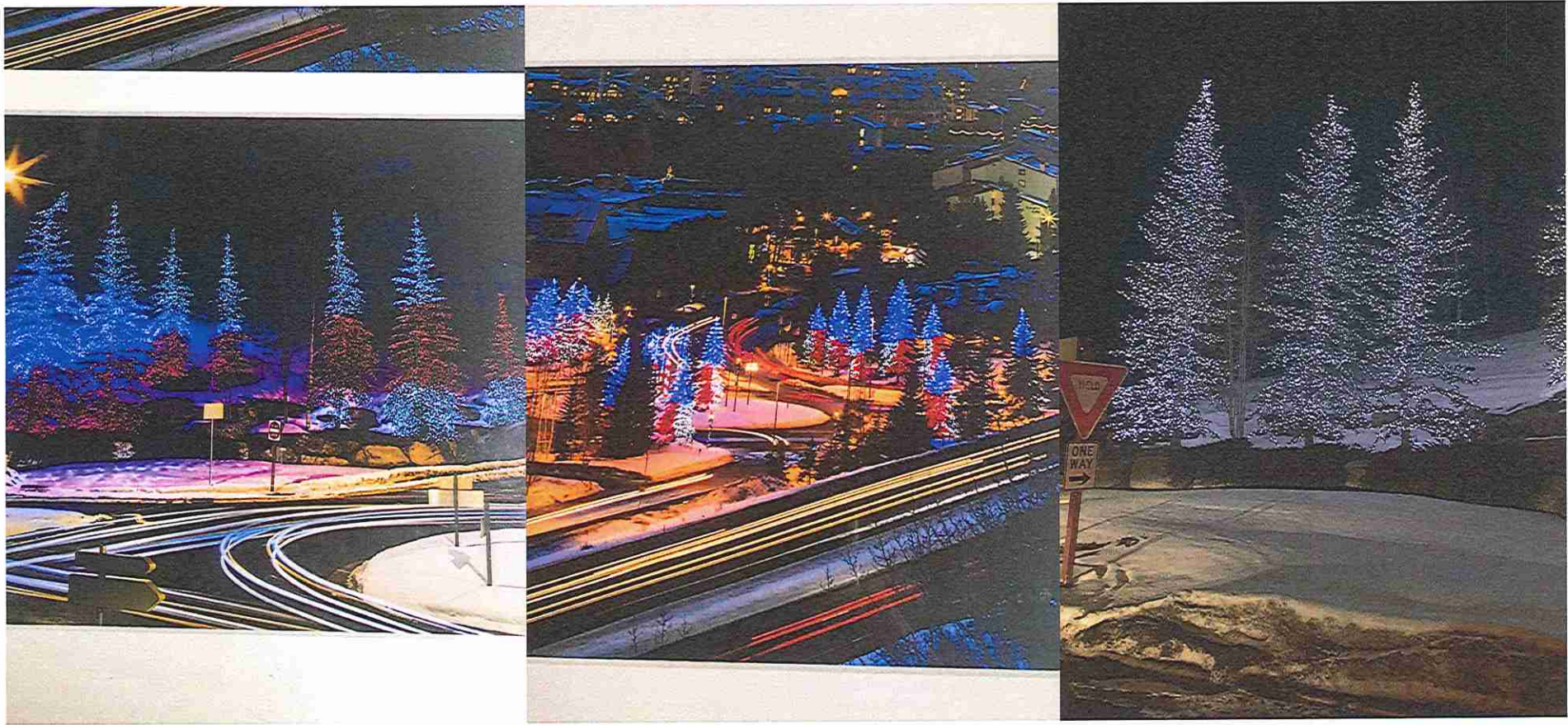


Downtown Aspen Trees

HOLIDAY LIGHTING PLAN 2017 SECTION 2 MAINTENANCE & REPAIR



-  - PROPOSED CONIFER LIGHTING LOCATION
-  - PROPOSED ASPEN LIGHTING LOCATION
-  - ONLY REQUIRES MAINTENANCE/REPAIR



Vail uses a annual budget of \$250,000 each year for there lighting program in there're trees, they also use a annual budget of \$55,000 on live wreaths they hang on all there lamp post throughout town.

Starlight Enterprises
 PO Box 26
 Truckee, CA 96160 US
 (530)448-9493
 starlight.lauter@yahoo.com
 starlighttahoe.com

Estimate 1278

ADDRESS

Tahoe City Downtown
 Association
 P.O. Box 6744
 Tahoe City, Ca 95145

DATE
 05/12/2022

TOTAL
 \$139,350.00

ACTIVITY

AMOUNT

HOLIDAY LIGHTING FOR TAHOE CITY

0.00

It has been our pleasure to light Tahoe City for the past 10 years. We are grateful for the opportunity to continue lighting this beautiful town.

Tahoe City stretches from the new south roundabout to the Safeway complex. 1.3 miles, approximately 1200 acres. This is a very large and beautiful area to light and to make a strong impact it will take a lot of light. To accommodate the amount of light and budget, I am presenting that we do a 3-year phased project. This is the system that I have done with other large accounts to get to the large lighting goal. We use a top of the line, 3-year, commercial grade LED light. That will ensure longevity between phases.

PHASE 1 - Downtown Aspen Trees

Remove all old tight lights from the aspen trees installed in 2019

3,500.00

Re-install 16,800 ft. of LED lights on approximately 35 aspens throughout Tahoe City.

25,600.00

A lift will be needed to light the delicate tops of the aspens

1,500.00

This estimate is for our commercial grade 3 season product warranted LED light. (4 inch spacing).

PHASE 2 OPTION - Character Trees

Tahoe city has a multitude of great pine trees to light. Pine trees can take anywhere from 2,000 ft. to 10,000 ft. of light depending on the size and fullness of the pine tree. Katie and I selected about 10 possible trees that all together would take approximately 35,000 ft. of LED light

15,000

Power hardware and materials are needed to light the pine trees

PHASE 3 OPTION - Perimeter Lighting

0.00

Light roof lines in Tahoe City with LED light.

Material cost for strand and light bulbs are \$2.75 per ft.

Labor rate is \$2.00 per ft.

There are a lot of great roof lines to have permeant lighting.

15,000.00

PHASE 4 OPTION - RGB Light

ACTIVITY	AMOUNT
Blue Agave/hotel tree - light this tree with state of the art RGB interchangeable colored light. \$5.00 per ft.@ 500 ft. of light. Price includes lights and installation.	2,500.00
RGB programmer and other lighting components	1,000.00
PHASE 5 - Heritage Plaza and Cobblestone Canopy Lighting	
Overhead market lights strung above Haritage Plaza and at Cobblestone. These lights can last 10 to 15 years with minimal maintenance required. A budget of \$10,000 per area is needed to perform this work	20,000.00
PHASE 6 - Holiday Tree	
30 ft. to 40 ft. tree	2,500.00
Light the tree with LED light double wrap	5,500.00
Installation of lights, ornaments and removal	11,500.00
Potential sky track rental lift needed to place tree in position	1,000.00
TOTAL	\$139,350.00

THANK YOU.

Accepted By

Accepted Date

Greetings to:

TCDA, PUD, Chamber of Commerce, and all Friends of the Lake

My name is Curtis Clark. Owner and operator of Syds Bagelry and Espresso, in Tahoe City. As a local year-round resident and dedicated lover of our wonderful town I want to express my joy upon hearing of a proposed lighting project for our Heritage Park. As presented to me by Katie Biggers of the TCDA.

As Heritage Park is already one of the most Magical places in Tahoe, with its perfect Amphitheater like setting and sweeping views of the Lake and the hugely successful Penny Bear. Complementing one of the most beautiful places in the World.

The proposed lighting upgrade is greatly needed to:

1. Illuminate an underlit nighttime experience, for Tourists and Locals alike.
2. Create a more festive after dark setting
3. Enhance the Boulevard thru the City
4. Allow for potential after dark events
5. Increase overall safety.

Many other reasons can be counted, but want to be brief
I hope funds can be allocated to begin this project soon

Sincerely, Curtis Clark

Bluelakebear@gmail.com

530 584-2384

"As long-standing business owners in both Tahoe city and the South Shore we are very passionate about not only bringing business to town, but making the town the best it can be for the locals as well. Having been here my entire life, I remember when Tahoe city was full of life, hustle and bustle and many successful businesses. I'm very much looking forward to seeing it be there again. I have faith that it will occur. Assigning funds to projects, such as canopy lighting , statement trees, Designated gathering areas etc., will be nothing but beneficial to the town, its residents and its visitors. We are excited for the future Of Tahoe City."

Sincerely,
Lisa and Michael Eadington
The Eadington Galleries