

## NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

### Committee Members:

**Alyssa Bettinger**, TRPA | **Kim Boyd**, Tahoe City PUD | **Sarah Coolidge**, Coolidge Consulting  
**Teresa Crimmens**, Sierra Community House | **Pat Fraser**, Palisades Tahoe | **Linda Meckel**, WSP | **Alyssa Reilly**, NTBA  
**Kane Schaller**, Dickson Realty/KJM Team | **Samir Tuma**, Kila Properties | **Sara Van Siclen**, TNT/TMA  
**Dave Wilderotter**, Tahoe Daves | **Tara Zuardo**, Mountain Housing Council  
**Scott Zumwalt**, Bridgetender/West Shore Market  
**Placer County Appointed Advisory Seats: Stephanie Holloway and Shawna Purvines**

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### 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

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as authorized by AB 361

Meeting ID: 818 7272 5628

Passcode: 641644

Dial by your location

+1 669 900 9128 US (San Jose)

## AGENDA

- |                   |    |   |
|-------------------|----|---|
| <b>12:00 p.m.</b> | 1. | Call to Order – Establish Quorum  |
| <b>12:05 p.m.</b> | 2. | Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum. |
| <b>12:10 p.m.</b> | 3. | <b>Agenda Amendments and Approval</b>   |
| 12:15 p.m.        | 4. | Member Introduction   |
| 12:20 p.m.        | 5. | <b>Election of Chair &amp; Vice Chair (Action)</b>  |
| 12:30 p.m.        | 6. | <b>Appointment of seat terms (Action)</b><br>- 4 seats 1 year, 4 seats 2 year, 5 seats 3 year   |

- 12:40 p.m. 7. **Monthly meetings/Dates (Action)**  
- Select monthly meeting day/time
- 12:50 p.m. 8. TOT Committee Orientation – Presentation and discussion **Page 1**
- 1:20 p.m. 9. Grant project intake, review, award, and tracking process development **Page 29**  
a. Project recap to date  
b. Erin Casey SOW  
c. Timeline and process to get to Nov. 3rd BOD for approval  
d. Role of TOT Committee in grant development process  
e. Role of AdHoc committee  
f. Initial areas of feedback from the committee  
g. Next steps
- 2:00 p.m. 9. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

# North Lake Tahoe Resort Association

TOT Committee Orientation

October 8, 2022



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# **TOT Committee Member Orientation**

- I. NLTRA Past – Present – Future**
- II. Organizational Structure**
- III. TBID Operations and Information**
- IV. TOT Committee**

# I. NLTRA Past- Present - Future



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## Early NLTRA 1995/96

- **North Lake Tahoe Tourism Marketing Plan adopted:**
  - NLT tourism business environment deteriorating
  - Goal - A sustainable tourism economy for the benefit of the community and visitors
- **Additional 2% TOT approved for infrastructure investment**
- **North Lake Tahoe Resort Association formed:**
  - Contract with Placer County to provide Marketing, Promotion, Visitor Services; plus recommend TOT 2% investments; voice of community



## **NLTRA Mission**

**1995: Promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the North Lake Tahoe Area**



## **Need for Funding**

**The Tourism Master Plan (updated 2009 & 2015) outlined a significant short fall in financial resources to accomplish plan**

- **TOT funds alone cannot fund needs**
- **TOT only taxes lodging**
- **Most promising funding -TBID that assesses all tourism related businesses**





## **North Lake Tahoe Tourism Business Improvement District**

- **2021 Placer County approved the formation of the NLT TBID**
- **TBID will fund marketing, promotion, & visitor information formerly funded with TOT dollars, will also fund tourism mitigation, advocacy, sustainability and more**
- **Lodging, retail, F&B, activities businesses all assessed**
- **TBID dollars will be locally controlled (\$6million)**
- **TOT dollars “freed up” with TBID (\$4million) will be earmarked for housing, transportation & infrastructure with oversight of NLTRA – TOT Committee**



## TOT Funding prior to TBID

### Pre-TBID:

- **TOT total approximately \$21 million -Northeastern Placer County**
  - **TOT -\$12.75 million Tahoe Tourism & Promotion:**
    - **\$4.25 million CAP funding**
    - **\$4.5 million NLTRA Marketing, Promo, & Visitor Services**
    - **\$4.0 million Tahoe Services**
  - **TOT -\$8.5 million General Fund**



## Addition of TBID Funding

### Post-TBID:

- **TOT \$12.75 million – Tahoe Tourism & Promotion**
  - \$4.25 million CAP funding
  - **\$4.5 million Housing, Transportation & Infrastructure-TOT COmmittee**
  - \$4.0 million Tahoe Services
- **TOT \$8.5 million –Placer County General Fund**
- **TBID \$6.0 million – North Lake Tahoe TBID**

# TBID vs TOT

## Source of funds:

- **TBID – Assesses all businesses that benefit from tourism**
  - **Lodging, retail, food & beverage, activities & attractions**
- **TOT – Taxes Lodging businesses only**

## Control of funds:

- **TBID – Local control – approved by NLTRA Board**
- **TOT – County control- Approved by Placer County BOS**

## Year-to-year funding:

- **TBID will be actual receipts**
- **TOT to NLTRA had only CPI annual increase**

## Chamber of Commerce:

- **TBID – TBID & Membership funding**
- **TOT – Membership funding only**

The background of the slide is a high-angle photograph of a clear, turquoise lake. In the foreground, there are several large, smooth, grey rocks. The water is exceptionally clear, showing the rocky bottom and some submerged vegetation. On the right side, there are dense evergreen trees with vibrant green needles. The sky is a pale, hazy blue with soft, white clouds. The overall scene is peaceful and natural.

## **NLTRA Mission 2021-23**

**North Lake Tahoe Resort Association promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses, and visitors.**

# NLTRA Transformational Change



An aerial photograph of Lake Tahoe, showing the clear blue water, surrounding green pine trees, and some rocks in the foreground. A white rectangular text box is centered over the image.

# NLTRA Stewardship Strategies

- Elevate the experience of Lake Tahoe for all
- Honor our region's history and local culture
- Ensure that our natural resources are cared for by visitors and residents
- Create opportunities that support a balance for business owners, workers, and residents
- Engage our partners in collaborations toward common outcomes

# II. Organizational Structure



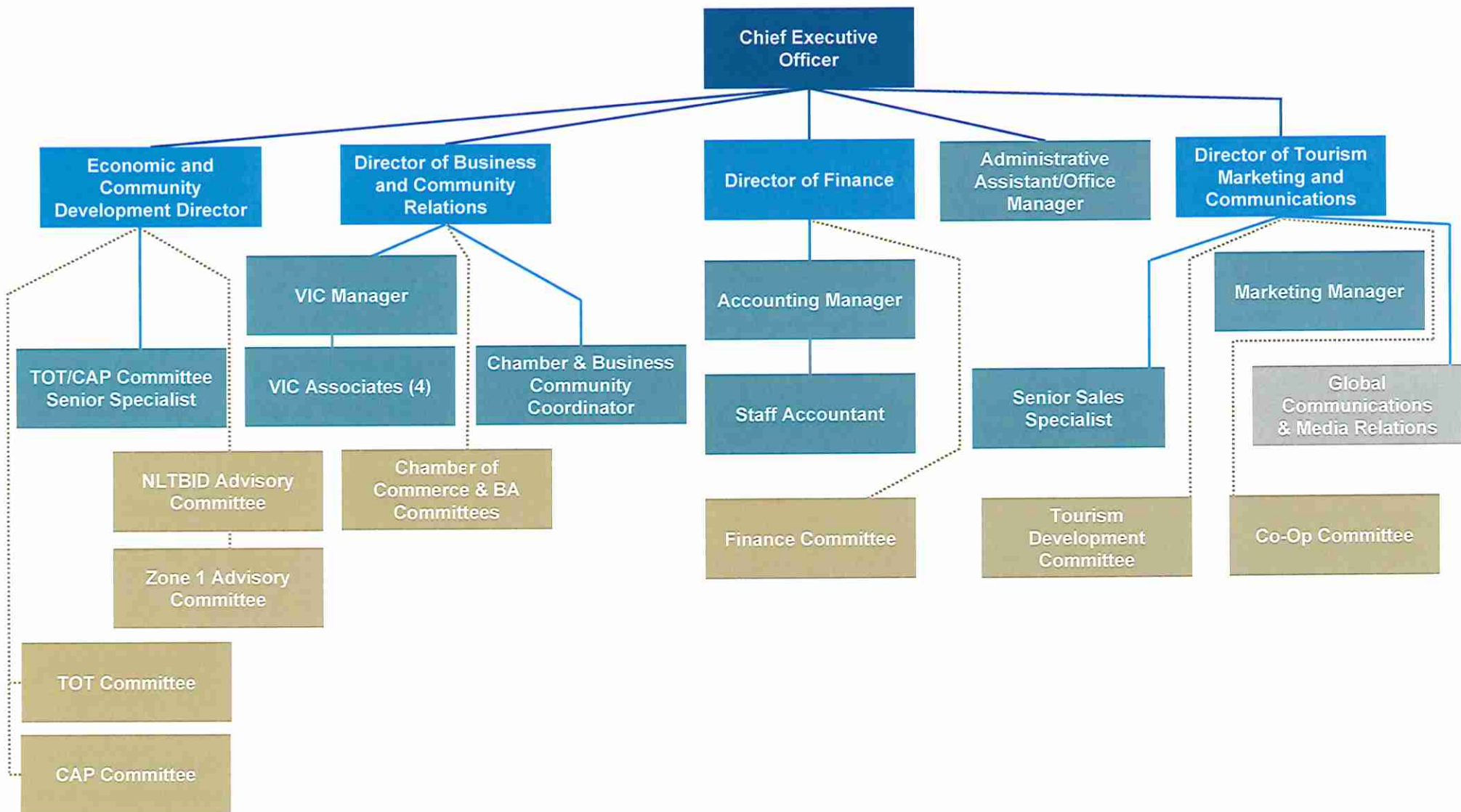
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# NLTRA Organizational Structure

- A. NLTRA Organization
- B. NLTRA Board of Directors
- C. TBID Committees
- D. CAP Committee
- E. TOT Committee



# NLTRA Board Seats

## Organization nominated (6 seats):

Palisades Tahoe  
Northstar California  
Homewood  
Resort at Squaw Creek  
Ritz Carlton Lake Tahoe  
Placer County BOS

## Specific representation (10):

North Shore Lodging/Prop Mgmt  
West Shore Lodging/Prop Mgmt  
Activity Business  
Food & Beverage Business  
Tahoe City Downtown Assoc  
North Tahoe Business Assoc  
Squaw Valley Business Assoc  
Northstar Business Assoc  
At-Large (2)

**Note: All seats elected by the members**

The background of the slide is a scenic photograph of a lake. The water is a vibrant turquoise color, reflecting the sky. In the foreground, there are several large, smooth, grey rocks. On the right side, there are lush green trees with dense foliage. The overall scene is bright and natural.

## **NLT TBID Governance**

**NLTRA is the NLT TBID Owners' Association charged with managing the funds and implementation of programs**

- **NLT TBID Advisory Committee will advise the NLTRA Board on the implementation of the TBID Management District Plan**
- **Zone 1 Advisory Committee will recommend to the NLTRA Board the uses and implementation of Zone 1 specific funds**

# III. NLTRA Funding Committees



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# **NLT TBID Advisory Committee**

**To advise the NLTRA Board on the implementation of the TBID Management District Plan (\$6mm)**

- **TBID funded (1% assessment)**
- **7-9 members, with a majority being assessed businesses**
- **3 designated seats – Olympic Valley/Alpine Meadows region, Northstar region, TBID Zone 1 (Lakeside) region**
- **Use of funds defined in the NLT TBID Management District Plan**
- **Formed by the NLTRA Board**



## **NLT TBID Zone 1 Advisory Committee**

**Provides recommendations to the NLTRA Board on uses & implementation of Zone 1 Specific Services (\$880k)**

- **Additional 1% Zone 1 lodging funded**
- **5-7 members**
- **Majority of members being assessed businesses in Zone 1**
- **Use of funds defined in the NLT TBID Management District Plan**

# NLTRA TOT Committee

**Provides recommendations to the Placer County Board of Supervisors on uses and implementation of TOT funds workforce housing and transportation projects (\$4mm)**

- **Make recommendations to the County of Placer Board of Supervisors on TOT allocated for housing & transportation (2.1% TOT)**
- **Members to include representation from workforce housing and transportation organizations or experienced individuals, 11-13 voting members**
- **Members appointed by NLTRA Board of Directors**
- **Up to 2 advisory members appointed by County CEO office, individuals with housing and transportation expertise**
- **Guiding document five-year agreement with County of Placer**



# CAP Committee

**Recommend capital projects to the County Board of Supervisors that support implementation of the Tourism Master Plan (\$4.2mm)**

- **Funding from TOT (2%), renewed via June 2022 election, can only be repealed by vote**
- **Members appointed by community organizations, NLTRA and County of Placer**
- **13 members**
- **County of Placer and NLTRA co-chair/co-convene**

## Committees Summary – Direct Report to NLTRA Board

Committee:	NLT TBID Advisory	NLT TBID Zone 1 Advisory	NLTRA TOT	CAP
Source of Funds:	<i>NLT TBID</i>	<i>NLT TBID</i>	<i>TOT (2.1%)</i>	<i>TOT (2%)</i>
Approx. Funding:	<i>\$6 million</i>	<i>\$880,000</i>	<i>\$4 million</i>	<i>\$4 million</i>
Governing Use of Funds:	<i>TBID Management District Plan</i>	<i>TBID Management District Plan Zone 1</i>	<i>Housing &amp; Transportation Initiatives</i>	<i>Tourism Master Plan Implementation</i>
Recommends to:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA/County CEO</i>
Final Approval:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>County BOS</i>	<i>County BOS</i>

# NLTRA TOT Committee Funding



# NLTRA TOT Committee

Sara	Monson	Truckee North Tahoe Transportation Management Association
Teresa	Crimmens	Sierra Community House
Tara	Zuardo	Tahoe Truckee Community Foundation/Mountain Housing Council
Samir	Tuma	Business Owner
Dave	Wilderotter	Business Owner
Linda	Meckel	WSP
Sarah	Coolidge	Coolidge Consulting
Pat	Fraser	Palisades Tahoe
Scott	Zumwalt	Bridgetender/West Shore Market
Alyssa	Bettinger	Tahoe Regional Planning Agency
Alyssa	Reilly	North Tahoe Business Association
Kim	Boyd	Tahoe City Public Utility District
Kane	Schaller	Dickson Realty/KJM Team
Holloway	Stephanie	Placer County
Purvines	Shawna	Placer County

## Additional NLT TBID information

- Initial 5-year term, will need to go to ballot for renewal in 2026
- TOT committee funds are contingent upon successful renewal of the TBID in 2026



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**Thank you**

# TOT Committee

Friday, October 7th, 2022



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**Grant project intake, review,  
award, and tracking process  
development**



## Grant Process Status – Where we are today

1. Created an ad hoc committee and hired consultant to develop biannual call for projects schedule
  2. Emphasis on streamlined process for grant submission, review, award and tracking
  3. Same process for TOT Committee
  4. Presented initial concept to committees and received feedback
- Next steps included:
    - Develop intake form and portal for all grants
    - Further develop and define priority project areas from workforce housing to transportation and tourism mitigation activities

## Erin Casey – Scope of Work

- Review biannual grant timeline process as it stands to date and develop final process for TBID and TOT grants
- Develop TBID/TOT grant project scoring criteria
- Engage key stakeholders such as Ad Hoc, TBID Advisory, Zone 1, TOT, and CAP committees for feedback and input on timing and proposed systems
- Integrate feedback into finalized grant timeline process, questionnaire, and scoring criteria documents for final approval by NLTRA Board of Directors
- Complete and present to the Board of Directors on **November 3, 2022**

## Timeline and Role of Zone 1 and TBID Advisory Committees in Grant Development Process

- Provide initial feedback to be incorporated into grant process + deliverables
- Participate in two joint meetings in October with Zone 1 and TBID Advisory and TOT (Today is meeting #1)
- First meeting to collect feedback, second meeting to review process and seek additional input prior to NLTRA Board presentation on November 3, 2022
- Ad hoc will provide continued guidance and feedback in between committee meetings
- This approach streamlines process and avoids too many committee meetings within a short period of time

## Committee Input Session Facilitated by Erin Casey

- Purpose of today's discussion includes:
  1. Understand committee goals + expectations to ensure program alignment
  2. Receive input on key programmatic areas and guidelines to inform deliverables
  3. Ensure alignment between committees with different roles per the MDP and 5 year contract with Placer County but similar priority areas to fund/support

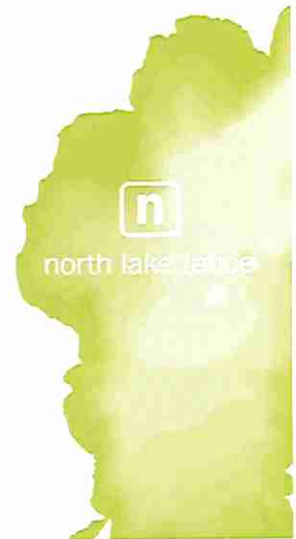


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## Discussion Topics

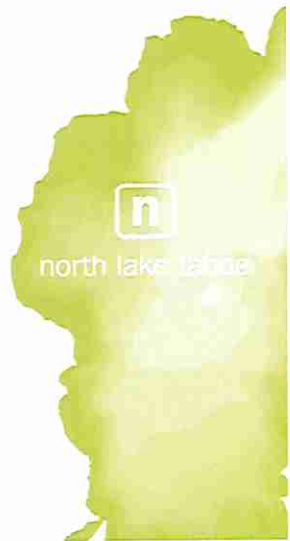
- What are committee goals for TOT funds/and or a grant program?

For example – to fund programs that are shovel ready that will have an immediate impact etc.



## Discussion Topics

- How do we build a resilient program that can evolve as priority areas change?
- What does that look like?



## Discussion Topics

- What components of a program or project are important to you?

For example, shovel ready, long-term projects with impact, multiple partners etc.

- How do we balance investment in long-term projects with need to show results prior to TBID renewal date?



## Discussion Topics

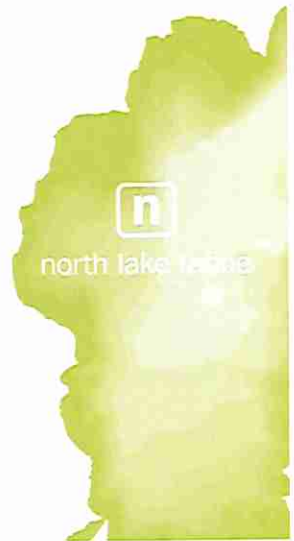
- Do you want to consider “out of cycle” projects?
- If so, what does that look like?





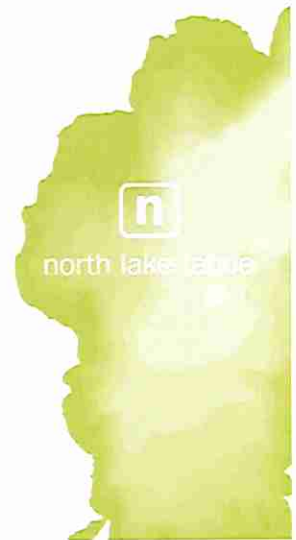
## Discussion Topics

- Are matching funds important? If so, to what extent?
- What minimum standard do you expect to be included in the program?



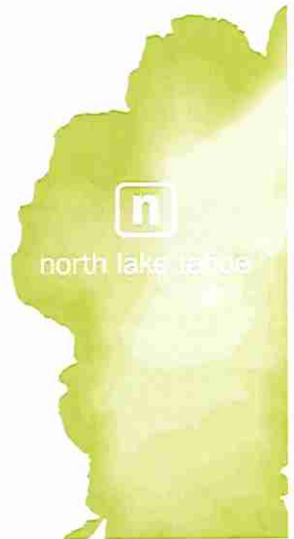
## Discussion Topics

- What other program/project criteria is important to you?



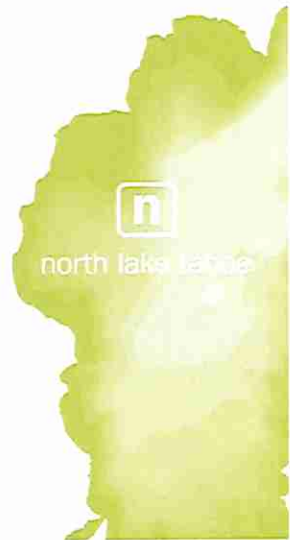
## Discussion Topics

- How should we track success and/or monitor programs and projects funded with TBID dollars?



## Discussion Topics

- Do you have additional thoughts, questions or concerns we have not covered today?



## Next Steps

1. Compile feedback from Zone 1/TBID/TOT Advisory Committee meetings
2. Develop initial draft, work with ad hoc as needed during this period
3. Meet w/ other stakeholders with draft program, seek input (County, nonprofit organizations, business leaders, other)
4. Follow up w/ TBID Advisory and Zone 1 and TOT with initial draft, seek input (Meeting date?)
5. Revise draft grant program per that input
6. Present final program to NLTRA Board on November 3, 2022, for approval



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**Thank you!**