



**TOT COMMITTEE**

**DATE:** Monday, April 24, 2023 (Rescheduled from April 17, 2024)  
**TIME:** 2:00 – 4:00 p.m.  
**LOCATION:** Tahoe City Visitors Center  
100 North Lake Blvd. Tahoe City, CA

**ADDITIONAL MEETING LOCATIONS:** 827 Chimalus Dr.  
Palo Alto, CA 94306

Each teleconference location is open to the public and any member of the public has an opportunity to address the TOT Committee from a teleconference location in the same manner as if that person attended the meeting location at 221 Fairway Dr., Tahoe City, CA.

**COMMITTEE MEMBERS**

**CHAIR** SAMIR TUMA, Kila Properties  
**VICE CHAIR** SARAH COOLIDGE, Coolidge Consulting  
ALYSSA BETTINGER, TRPA  
KIM BOYD, TAHOE CITY PUD  
TERESA CRIMMENS, SIERRA COMMUNITY HOUSE  
PAT FRASER, PALISADES TAHOE

ALYSSA REILLY, NTBA  
KANE SCHALLER, Dickson Realty/KJM Team  
SARA VAN SICLEN, TNT/TMA  
DAVE WILDEROTTER, TAHOE DAVE'S  
KRISTINA KIND, MOUNTAIN HOUSING COUNCIL  
SCOTT ZUMWALT, Bridgetender/West Shore Market  
LINDA MECKEL, WSP

**PLACER COUNTY APPOINTED ADVISORY SEATS:**

STEPHANIE HOLLOWAY  
SHAWNA PURVINES

**INSTRUCTION FOR PUBLIC PARTICIPATION:**

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3YHPvmd>

If you wish to make a public comment, use the "Raise Hand" feature in Zoom or \*9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comments during the meeting should attend the meeting in-person.

- 2:00 p.m.** 1. Call to Order – Establish Quorum
- 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.
- 3. Agenda Amendments and Approval [ACTION]
- 2:05 p.m.** 4. Approval of Meeting Minutes from March 20, 2023 [ACTION] Page 1
- 2:10 p.m.** 5. Informational Updates/Verbal Reports: Page 3

- A. Presentation seeking feedback on potential grant framework investment percentage ranges for each of the framework categories (sponsorship, annual grant cycle, opportunistic, and reserve)
- B. Presentation of revised Economic Health and Community Vitality Investment Program criteria, scoring and letter of interest.

6. CEO/Staff Updates

**4:00 p.m.**

7. Adjournment



**TOT Committee**  
Date: Monday March 20, 2023  
Time: 2:00 PM – 4:00 PM.  
Location: North Tahoe Event Center  
8318 North Lake Blvd, Kings Beach, CA

## TOT Committee – Draft Meeting Minutes – March 20, 2023

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### COMMITTEE MEMBERS

**CHAIR** SAMIR TUMA, Kila Properties  
**VICE CHAIR** SARAH COOLIDGE, Coolidge Consulting  
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STEPHANIE HOLLOWAY  
SHAWNA PURVINES

### 1. Call to Order – Establish Quorum

Chair Samir Tuma called the meeting to order via Zoom at 2:02 PM.

Committee members attending were Samir Tuma, Dave Wilderotter, Kim Boyd, Teresa Crimmens, Kristina Kind, Sara Van Siclen, Sarah Coolidge, and Scott Zumwalt. A quorum was established. Advisory member Stephanie Holloway was also present. Pat Fraser joined at 2:10 PM.

Staff in attendance were Tony Karwowski, Anna Atwood, and Francois Cazalot.

Also present were Andy Deinken, Erin Casey, Kansas McGahan, Ryan Decker, and Andrew Goble. Alyssa Bettinger attended as “public.”

**It was moved by Crimmens and seconded by Kind to allow Dave Wilderotter to join today’s meeting remotely under Clause 7.2 of AB 2449 for “just cause.” Motion carried with Coolidge abstaining.**

### 2. Public Forum

There were no comments on items not on today’s agenda.

### 3. Agenda Amendments and Approval [ACTION]

**It was moved by Wilderotter and seconded by Crimmens to approve today’s agenda as presented. Motion carried unanimously.**

### 4. Approval of Meeting Minutes from January 23, 2023 [ACTION]

**It was moved by Boyd and seconded by Wilderotter to approve the minutes of the January 2023 meeting as presented. Motion carried unanimously.**

### 5. Informational Updates/Verbal Reports:

#### A. NTCA Community Vitality and Economic Health program

##### 1. Update on community survey results

Casey noted the updated survey results, which will be circulated to the Committee. Previously, allocation recommendations were based on the Tourism Master Plan. However, in order to be more prescriptive on the guidelines of how funds can be spent, the survey will be used to set priorities and sponsorship criteria.

Holloway presented the results, noting about 82% of the over 600 respondents were full-time residents. Most responses related to quality of life, services, and programs. The responses include a phone survey conducted by Lew Edwards and the online survey.

Discussion followed as the presentation was clarified. Tuma noted the many “priorities” identified, saying not everything can be funded.

Boyd pointed out there was only one question about trails and only one related to maintenance. Most people do not understand what goes into maintaining amenities, including parks and trails. Casey agreed saying they appreciate the importance but feel the facilities are already in place. Casey pointed out that this Committee is tasked with addressing housing and transportation issues.

**2. Review and provide feedback on Sponsorship criteria**

**3. Review and provide feedback on Sponsorship investment priorities**

Casey reviewed the priorities for bucket 1, one of four Community Vitality and Economic Health funding buckets. Bucket 1 addresses NTCA multi-year investment sponsorship opportunities, including workforce housing and transportation. The survey responses indicated mitigating tourism impacts such as trash and traffic are also priorities.

Discussion followed as the group considered strategies to make recommendations for funding based on the priorities identified. Tuma referred to comments that housing and transit are so large they can be daunting to fund. However, allocating dollars for planning may be more appropriate.

Casey explained sponsorships are intended to be a partnership between the grantor and the program implementor. Park and Ride is an example of a good idea that needs to be marketed better. Sponsoring marketing would be a good way to improve the program. The group considered ways partnerships can advocate, promote, and market programs.

Discussion continued regarding strategies to consider requests for funds and which Committee may be the appropriate one to make final recommendations. There is a lot of overlap that needs to be finalized, particularly with the CAP Committee.

Casey described the minimum requirements for projects to be considered for funding and the scoring system. There was a brief discussion about the required match, particularly if the applying agency received property tax. There was consensus that those not receiving property tax have a smaller required match.

Casey said today’s supporting documents are in Google Docs. She encouraged Committee members to review them in more detail and let her know of questions and comments. Casey is hoping to get this framework approved at the April NTCA Board meeting.

***I LEFT HERE AT 3:58 PM***

**6. CEO/Staff Updates**

**7. Adjournment**

There being no further business to come before the Board, the meeting adjourned at

Respectfully submitted,  
Judy Friedman  
Recording Secretary  
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



North Tahoe Community Alliance  
Economic Health and Community Vitality Investment Program  
Submitted April 14, 2023

*Investment in programs, projects, services, and maintenance activities to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses, and visitors.*

## **PROGRAM OVERVIEW**

### **Program Elements**

Program elements divided into four key buckets, including:

- Bucket #1 - Sponsorship and Multi-Year Investment Program (“Sponsorship”)
- Bucket #2 - Annual Grant Program
- Bucket #3 - Out of Cycle Investments
- Bucket #4 - Reserve Fund

### **Eligibility and Decision-making**

The Community Vitality and Economic Health program (“Program”) will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities
- Public and stakeholder input in public meetings, town halls, or other public outreach efforts
- North Lake Tahoe Tourism Business Improvement District (NLTTBID) Management District Plan priorities
- Measure A Ballot language
- Placer County’s Housing Work Plan
- Placer County’s Housing Element
- Placer County’s Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency’s Regional Transportation Plan
- Tourism Master Plan (May be updated during Program implementation)
- Program criteria outlined in **ATTACHMENT 1**

Eligible investment opportunities for the Program must fit within one of several categories listed below:

- Workforce Housing
- Economic Development, Transportation, and Other Priorities
- Sustainability and Mitigation of Tourism (enhanced trash service, crossing guards, community outreach, education campaigns, dog waste stations, Etc.)
- Trails
- Maintenance activities (trails, bus stops, restrooms)

If there are existing funding sources for investment opportunities, additional funds should support the expansion of enhancement of those services during peak periods. For example, the NTCA receives a proposal for additional trash service. In that case, it should be to enhance or expand that service on weekends, holidays, and other periods when visitation is high in the region.

ATTACHMENT 1 outlines Program criteria for Sponsorship, the Annual Grant Cycle, and Out of Cycle Investments in ATTACHMENT 1 in this document.

**Committee Engagement Process**

After applicants submit a proposal for Sponsorship, the Annual Grant Program, or Out of Cycle Investments, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in a proposal or Letter of Interest meet minimum standards including response to community feedback, alignment with guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route proposals to the appropriate committee for review/consideration, as detailed below.

**Committee Routing Guidelines:**

Committee	Funding Source	Investment Priority
Transient Occupancy Tax (TOT) Committee	TOT	1. Workforce housing and transportation
Zone 1 Committee	Assessment Revenue	1. Investments primarily or exclusively in the Tahoe Basin 2. Investment categories outside of housing and transportation, including tourism mitigation, business advocacy, and other Chamber-related activities. 3. All committees may consider housing and transportation investments; however, the

		TOT and CAP Committees should lead in funding within these categories.
TBID Advisory	Assessment Revenue	<ol style="list-style-type: none"> <li>1. All committees may consider housing and transportation investments; however, the TOT and CAP Committees should lead in funding within these categories.</li> <li>2. Investment categories outside of housing and transportation, including tourism mitigation, business advocacy, and other Chamber-related activities.</li> <li>3. All committees may consider housing and transportation investments; however, the TOT and CAP Committees should lead in funding within these categories.</li> </ol>
CAP Committee	TOT	Further discussion and coordination are needed; however, capital project investments will be the primary focus.

### **Minimum Program Standards**

#### **Minimum Requirements**

- The applicant is a nonprofit, government agency, or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant provides services or conducts business in the North Lake Tahoe community, including the Placer County portion of the Lake Tahoe Basin, the 267 and 89 corridors, and Donner Summit (For TOT funds only).
- The applicant's proposal is consistent with the preferred investments outlined in a solicitation.
- The investment is in alignment with the Program criteria outlined in ATTACHMENT 1.
- The investment demonstrates public benefit.
- Placer County or other agencies do not already fund the investment.

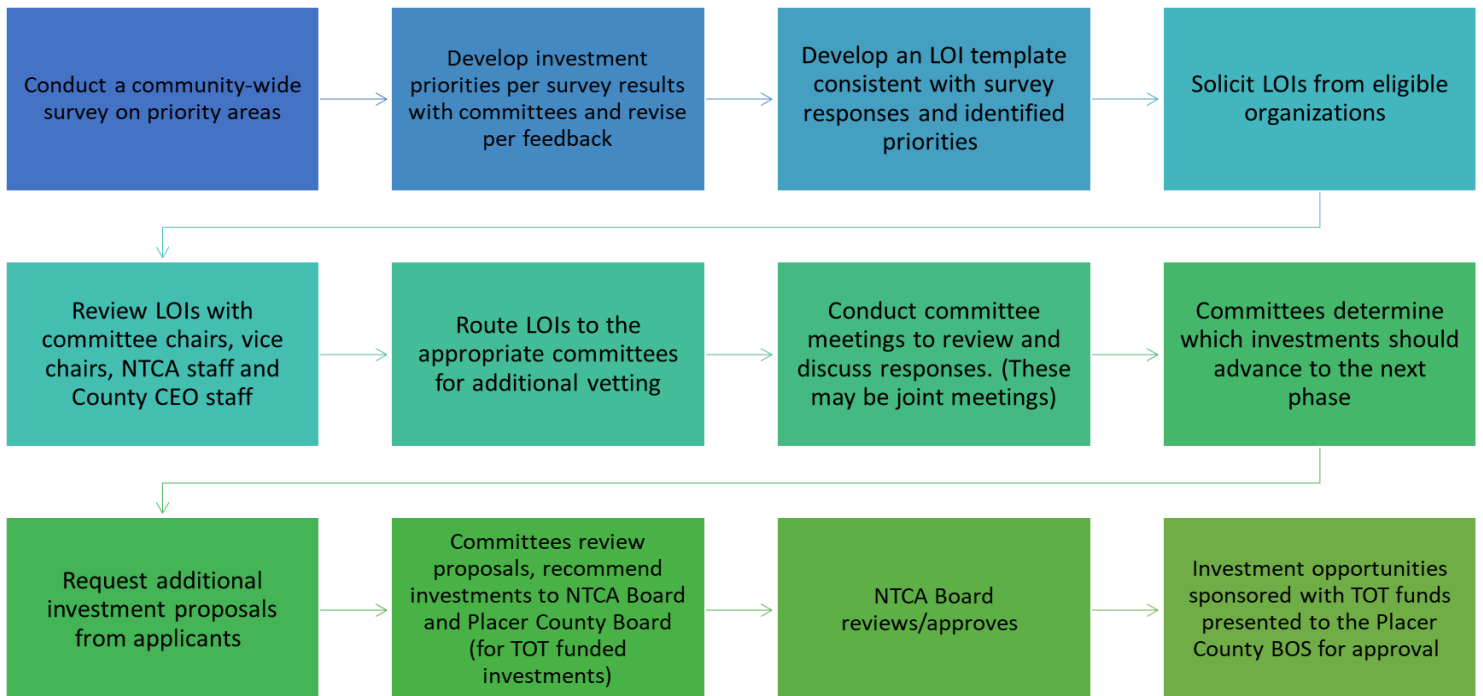
## PROGRAM ELEMENT OVERVIEW

### *Bucket #1 - Sponsorship and Multi-Year Investment Program*

#### *Summary*

The North Tahoe Community Alliance (NTCA) Sponsorship and Multi-Year Investment program (“Sponsorship”) supports priority projects, programs, services, or maintenance activities (“Investment Opportunities”) that require annual financial support to achieve success and realize community goals over three years (July 1, 2023 – June 30, 2026). Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID.

The **steps to identify investment opportunities** for Sponsorship include the following:



#### *Detail*

##### *Community-Wide Surveys*

The NTCA will conduct a community-wide survey to inform investment opportunity criteria and help assess priorities within the guiding documents referenced above. The survey results are intended to provide a data point for decision-making and should not



be the only data point used. Committees and the NTCA board should also consider guiding documents and public input

After the NTCA staff compiles survey results, the team will confer with Placer County CEO staff to discuss alignment with county priorities. Then, a request for Letters of Interest (LOI) will be released from there. A sample LOI is included in **ATTACHMENT 2** of this document. Applicants must complete the LOI, including a summary, budget, matching funds, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, reduced wait times for transportation service, Etc. In addition, criteria for Sponsorship, including minimum requirements, ranking allocation by category, and opportunities for bonus points, are outlined in **ATTACHMENT 3** to this document.

Eligible investment opportunities must fit within one of several categories listed below:

- **Workforce Housing**
- **Economic Development, Transportation, and Other Priorities**
- **Sustainability and Mitigation of Tourism**
- **Trails**
- **Maintenance activities**

#### *Vetting Letters of Interest*

After applicants submit the LOI, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in each LOI meet minimum standards, including response to community feedback, alignment w/ guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route the LOI to the appropriate committee for review/consideration as detailed below.

Each committee will receive a report on all LOIs received and a justification for sending the LOIs to specific committees or rejecting an LOI. The information will allow the committee to understand the entire landscape of investment opportunities, reasons for eliminating an LOI, and opportunities to collaborate across committees throughout the process.

Each committee will review LOIs and determine which investment opportunity/opportunities to consider for Sponsorship. In addition, the NTCA may schedule joint committee meetings for housing and transportation-related investment opportunities due to the overlap identified above.

Investment opportunities that meet requirements will move to the second stage of vetting, including presentations from applicants to committees. Committees may request

additional information from the applicant and review it before committee action. Finally, all committees may convene jointly to review the final list of recommended investment opportunities before submission to the NTCA board of directors.

The NTCA board of directors will consider the recommendations and may invite applicants to attend. Then, the board will take final action on TBID-funded investment opportunities and recommend TOT-funded Investment Opportunities to the Placer County Board of Supervisors.

Once approved, the applicant will contract directly with the NTCA and must provide regular updates on status, metrics, unanticipated challenges, schedule updates Etc. Should an Investment Opportunity not meet contract terms, it may be removed from the Program and replaced at the discretion of the NTCA Board of Directors with concurrence from the Placer County Board of Supervisors for TOT-funded sponsorships.

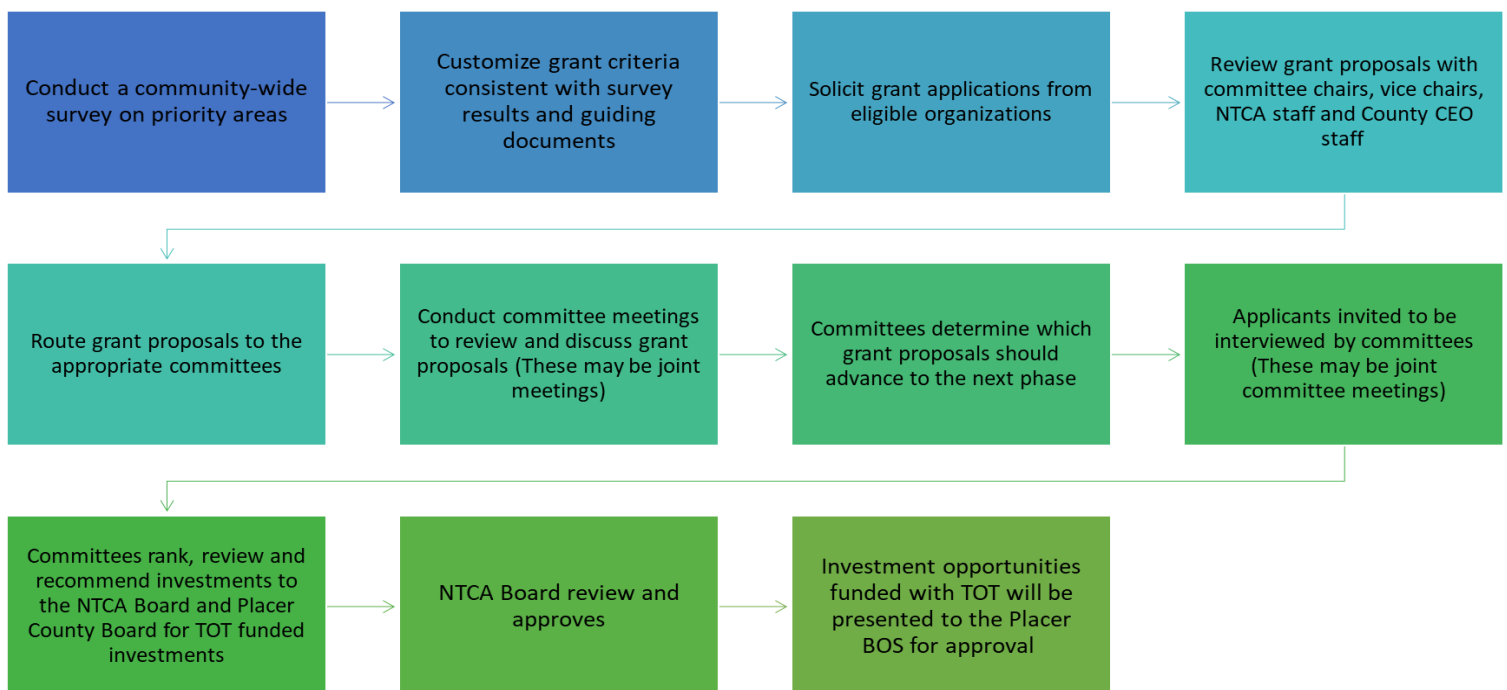
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## Bucket #2 - NTCA Annual Grant Program

### Summary

The NTCA Annual Grant Program supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that may not be eligible for Sponsorship or do not require multi-year funding support. Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID.

The steps to identify investment opportunities for the annual grant program include the following:



### Detail

The NTCA will develop grant guidelines that reflect community priorities identified in the annual community survey and feedback from County CEO staff. Then, the NTCA will distribute grant guidelines with a request for grant proposals from government agencies, nonprofits, and businesses.

Grant applications will include a request for proposal summary, budget, matching fund opportunities, schedule, and measures of success as defined by the NTCA and

implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, Etc.

Eligible investment opportunities must fit within one of several categories outlined above. The review, routing, and vetting process will follow NTCA's Sponsorship program outlined above.

### #3 – Out of Cycle Investments

#### *Summary*

The NTCA's Out of Cycle Investment program is for investment opportunities that are not eligible for Sponsorship or are not ready for sponsorship consideration and fall outside the regular grant cycle. A predetermined amount of funding will be set aside. In addition to that listed above, criteria for this Program include a new investment opportunity with community/stakeholder support, matching funds, and community impact. Additionally, investment Opportunities must be consistent with the categories listed above, including community feedback and guiding documents.

#### *Detail*

The NTCA will develop and post an application for the Program. NTCA staff, in coordination with Placer CEO staff, will vet and route applications to the appropriate committee/committees. If committees recommend the Investment Opportunity for support, the NTCA board will review the application for consideration. If the funding source is TOT, the Placer County Board of Supervisors must also approve funds that support the application.

### #4 – Reserve Funds

#### *Summary*

The NTCA may set aside a percentage of TOT and TBID funds to support future Investment Opportunities. The Placer County Board of Supervisors must approve the allocation of funds to reserves.



## ATTACHMENT 1 – PROGRAM CRITERIA

Committees will compare all proposals to the criteria outlined below. The NTCA may provide additional measures customized for each program element. All submissions must meet the qualifications outlined below.

### **Section 1 – Community Vitality (Up to 35 points)**

Investments that are focused on the community and the preservation and enhancement of its culture.

- The community identified the proposed investment as a high priority per community survey results.
- For TOT-funded investments, the proposal aligns with Placer County's [Critical Success Factors](#).
- The proposed investment aligns with one or more guiding documents.
- The proposed investment has proven demand (community feedback, current metrics demonstrating need or growth).
- Investment monitoring and tracking metrics are sufficient to evaluate the success or adapt as needed.

### **Section 2 – Economic Health (Up to 35 points)**

Investments that facilitate collaboration with local businesses and community stakeholders to positively impact the region's economic health, focusing efforts on fostering a continually thriving community.

- The proposal aligns with community priorities outlined in guiding documents.
- The proposal includes monitoring and tracking metrics sufficient to evaluate the success or adapt as needed.
- The proposal demonstrates that the investment will positively impact the region's economic health.
- The proposal demonstrates public benefit.

### **Section 3 - Environmental Stewardship (Up to 35 points)**

Investments that provide resources and tools to educate stakeholders on sustainable efforts and help people collaborate to preserve our region for generations to come.

- The proposed investment encourages or supports environmental stewardship by visitors and residents to the North Lake Tahoe region.
- The proposed investment provides tools to educate visitors and residents on the region's environmental sustainability activities and opportunities.
- The proposed investment will positively impact the natural environment in North Lake Tahoe (Reduced GHG emissions, other)

### **Section 4 – Budget (Up to 20 points)**

- The proposed budget has clearly defined expense categories and identified revenue streams.
- The budget admin/overhead expenses are limited to 10 percent.
- The proposed investment has projected funding identified and committed.

### **Section 5 – Organizational Capacity (Up to 15 points)**

- The applicant has demonstrated the ability to implement the proposed project, Program, or service.
- The applicant has demonstrated fiscal solvency to ensure its long-term ability to meet financial obligations.
- The organization has staff to support or plans to expand staff capacity to meet sponsorship goals.

### **Section 6 - Investment Readiness (20 points)**

- Permits, right of ways, impact studies, or associated approvals are complete, and the investment is "shovel ready" or ready to launch.
- If the applicant is not the landowner of a project, the landowner has demonstrated support for the project (a letter of support, agreement, a reference).

## Section 7 - Match Requirements (Sliding scale)

In addition, the matching scale differs by organization type, specifically around property tax revenue.

1. Applicants that do NOT receive property tax revenue (nonprofits, businesses, Etc.)

Match Percentage	Points Assigned
>50%	40
50%	25
25%	10
<25%	0

2. Applicants that DO receive property tax revenue (Counties, special districts, other)

Match Percentage	Points Assigned
>50%	25
50%	15
25%	5
<25%	0



## ATTACHMENT 2 – Sponsorship Letter of Interest

### **Program Introduction**

Thank you for your interest in the NTCA's Sponsorship program ("Sponsorship"). We are excited to learn about your project, Program or service that supports community vitality and economic sustainability in the North Lake Tahoe region.

Please provide the requested information and keep your responses to at most four pages, NOT including this cover letter. A summary of eligible program/project types is outlined below. Please review ATTACHMENT 1 for detail on sponsorship criteria.

### **Sponsorship Category Summary**

The NTCA seeks to partner with community organizations to support projects, programs, and services in the following categories. Please take note of the preferred investments outlined within each category.

#### **1. Workforce Housing**

Preferred investments include the expansion of existing and successful workforce housing programs such as:

- Programs that unlock existing homes for long-term or seasonal rentals (lease to locals, rental assistance, other.)
- First time homebuyer assistance programs



- Fee offsets and other efforts to reduce costs during the pre-entitlement and entitlement process
- Assistance with Accessory Dwelling Units (ADUs)
- Deed restriction programs

Other workforce housing preferred investments include adaptive reuse, property acquisition, the planning and construction of workforce housing projects and new programs not identified above.

2. **Economic Development, Transportation, and Other Priorities** – Preferred investments include expanded or enhanced public transportation service, micro-transit service, shuttle service, park and ride, and infrastructure planning/construction within the Resort Triangle, specifically along the SR 89 and SR 267 corridors.
3. **Sustainability and Mitigation of Tourism/Maintenance** – Preferred investments include trash mitigation, traffic calming measures, crossing guards, and communication/outreach initiatives to visitors. Other maintenance activities include trail and restroom maintenance activities. Each investment should enhance existing services and should be provided during peak visitation periods. The emphasis on peak visitation periods should also be considered for new investments.
4. **Trails** – Preferred investments include the planning and construction of new trails that support the Resort Triangle as outlined in the Resort Triangle Transportation Plan, The TRPA’s Regional Transportation Plan and the Placer County Parks and Trails Master Plan.

**Submittal Deadline** - Please complete the Sponsorship **LOI by June 15, 2023**

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NTCA Sponsorship Letter of Interest Application (To be a PDF or online application)

Legal Name of Applicant: \_\_\_\_\_

Which best describes your organization:

Nonprofit                      Government Agency                      Business                      Other

Please describe your organization's mission statement, business purpose or public service provided:

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Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name of Project, Program or Service: \_\_\_\_\_

Proposal Summary:

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Budget Detail

Requested Amount:

Year 1 \_\_\_\_\_ Year 2 \_\_\_\_\_ Year 3 \_\_\_\_\_

Matching Funds: (Must be 25 percent of the total requested amount).

Year 1 \_\_\_\_\_ Year 2 \_\_\_\_\_ Year 3 \_\_\_\_\_

Please include a line-item budget in the table below. Projected expenses for future years are acceptable. You can submit changes as needed; however, the sponsorship funding amount will not change.

Line Items	Expenses Year 1	Expenses Year 2	Expenses Year 3
TOTAL EXPENSES			
TOTAL MATCH			
TOTAL REQUESTED			

Please provide detail on matching funds. Please also include detail on funds that may not be committed but may be secured if Sponsorship is successful.

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Please describe how the proposed investment aligns with the preferred investments outlined in the cover sheet and the Program Criteria in Attachment 1.

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Please describe how the public will benefit from the proposed investment.

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Please provide details on how you will monitor the investment and what metrics you'll use to assess success, i.e., the number of rentals unlocked for the workforce, number of units constructed, miles of trail built, etc.

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Please provide a summary of the investment schedule. This may include hours of operations, project phases, and intended completion date.

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