

**PETITION TO THE COUNTY OF PLACER
TO RENEW THE NORTH LAKE TAHOE TOURISM BUSINESS IMPROVEMENT DISTRICT**

We petition you to initiate proceedings to renew the North Lake Tahoe Tourism Business Improvement District (NLTTBID) 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.

<u>Business Establishment(s)* & Address(es)</u>	<u>Business Owner</u>
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The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

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Owner /Owner Representative Name (printed)	Title

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Owner/Owner Representative Signature	Date

*If you are a Property Management Company or represent more than one TOT Certificate, please attach a document including the Placer TOT Certificate number and property address for each assessed property you or your management company is the authorized representative of through signature above.

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:

Tony Karwowski
President & CEO
North Tahoe Community Alliance
100 N Lake Blvd
Tahoe City, CA 96145
(530) 581-8739

MANAGEMENT DISTRICT PLAN SUMMARY

Location:	The renewed NLTTBID includes all lodging, restaurant, retail, and activities and attractions businesses available to the public located generally within the boundaries of the eastern portion of unincorporated Placer County, as shown on the map included herein.
Services:	The NLTTBID is designed to provide specific benefits directly to payors by increasing business sales and improving business conditions. Economic Health and Resiliency, Community Vitality, Environmental Stewardship, and other improvements and activities will be provided to assessed businesses, thereby benefiting assessed businesses.
Budget:	The total NLTTBID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$6,500,000. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as business sales fluctuate and as businesses open and close.
Cost:	<p>Based on the benefits received, the assessment rate will be structured as indicated below.</p> <ul style="list-style-type: none">• Lodging businesses shall be assessed two percent (2%) of gross short-term room rental revenue in Zone 1 and one percent (1%) of gross short-term room rental revenue in Zone 2.• Lodging businesses shall be assessed at the retail, restaurant, and activities and attractions tourism businesses (RRAA businesses) rate for sales or rentals of non-lodging goods and services.• The annual assessment rate for RRAA businesses is one percent (1%) of gross revenue. RRAA businesses are those with \$150,000 or more in annual gross revenue. RRAA businesses with less than \$150,000 in annual gross revenue shall not be subject to assessment. <p>Businesses located within other businesses, such as restaurants located within a lodging business, will be assessed at the rate for that business type and not at the rate of the other business in which they are located.</p> <p>Lodging businesses, retail businesses, restaurants and activities and attraction businesses which can conclusively demonstrate that they receive twenty percent (20%) or less of their revenue from visitors, (A visitor is defined as any individual whose length of stay within the NLTTBID is thirty (30) consecutive days or less) and therefore do not receive specific benefit from the NLTTBID activities, may be exempt from the assessment by requesting a hearing with the NLTTBID appeals committee as outlined in Appendix 3.</p> <p>Non-profit corporations and internet or wholesale businesses shall not be assessed based on the benefit received.</p>
Collection:	Placer County will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, interest, and overdue charges) from each assessed business located in the boundaries of the NLTTBID. Placer County shall take all reasonable efforts to collect the assessments from each assessed business.
Duration:	The renewed NLTTBID will have a ten (10) year life, beginning July 1, 2026, or as soon as possible thereafter, and ending ten (10) years from its start date. After ten (10) years, the NLTTBID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. if assessed business owners support continuing the NLTTBID programs.
Management:	The North Lake Tahoe Resort Association, Inc. dba The North Tahoe Community Alliance shall continue to serve as the NLTTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs and must provide annual reports to the Board of Supervisors.

BOUNDARY MAP
EXHIBIT A
MANAGEMENT DISTRICT PLAN SUMMARY

