

Placer County gives NLTRA \$5.4 million

The Placer County Board of Supervisors approved an agreement last week that will provide the North Lake Tahoe Resort Association with more than \$5.4 million during the 2011-12 fiscal year for marketing, transportation and infrastructure-development efforts.

Each year, Placer County contracts with the resort association to promote tourism and provide other services, using transient occupancy tax revenue collected in the North Lake Tahoe area.

The contract approved by the board will provide the resort association with:

- Almost \$2.8 million for marketing;
- More than \$1.1 million for visitor-support services and transportation;
- Approximately \$1.5 million for infrastructure projects.