

# Placer-NLTRA trying to work out differences

Placer County and North Lake Tahoe Resort Association extended their contract one month to allow the two entities to continue discussing how their partnership goes forward.

The **county this spring** proposed a drastically different arrangement than the tourist agency wanted. Continuing its investment in the infrastructure and marketing of eastern Placer County and North Lake Tahoe,

It's likely in July the supervisors will be presented with a six-month transitional contract outlining each agency's responsibilities.

Each year, transient occupancy tax is collected from area guests and is used to fund the marketing of North Lake Tahoe, and transportation and infrastructure projects.

Key next steps in that process will be streamlining the transit planning process, creating a partnership in the approach to recommending infrastructure investment, reviewing implementation of the Tourism Master Plan and developing marketing performance measures.

The board this week also approved three agreements for North Lake Tahoe area projects, each of them among the 14 projects recommended by the resort association and approved by the board in February.

Placer County will invest TOT funds to provide a total of \$1,464,879 under an agreement with the Tahoe City Public Utility District to restore the Truckee River Trail between 64-Acres Park in Tahoe City and the entrance to Squaw Valley. The board also approved a \$209,152 agreement with Tahoe Public Art to create and install artwork in the two new roundabouts

in Kings Beach. Both projects should be completed by Dec. 31, 2018. The third agreement, with the Tahoe Maritime Museum, will provide \$60,700 to help renovate and upgrade the museum's welcome center.

*– Lake Tahoe News staff report*