

Placer County opens tourism grant process

Placer County has revised the application process for entities wanting grant money coming from North Lake Tahoe lodging taxes.

Applications will first be reviewed by the new 13-member Capital Projects Advisory Committee. The committee, co-chaired by the county and North Lake Tahoe Resort Association, will evaluate project proposals on how well they advance key priorities outlined in the county's Tourism Master Plan, and will make recommendations to the Board of Supervisors.

Placer County is seeking applications from community members for four seats on the CAP Committee. These seats, appointed for three-year terms, are intended to represent community interests in housing, social services, arts and culture. The applications are due Feb. 21

Last year, Placer County collected approximately \$18 million in transient occupancy taxes. The county is committed to investing 100 percent of lodging taxes generated in North Lake Tahoe to support tourism and implement the Tourism Master Plan.

Grant applications are due March 30 at noon. Here are the guidelines.