



Legislation Text

File #: 22-1281, **Version:** 1

Supervisor Novasel recommending the Board:

- 1) Find that a public benefit is derived from supporting the Tahoe Fund's efforts to increase education to visitors this summer through a regional billboard campaign; and
- 2) Approve and authorize the Chief Administrative Office to sign a Funding Agreement, consistent with the County's standard form and upon the approval of County Counsel, with the Tahoe Fund authorizing payment of \$5,000 community funding contribution in support of these efforts.

FUNDING: General Fund.

DISCUSSION / BACKGROUND

The Summer 2022/23 billboard campaign would run 18 weeks from 5/23- 9/25 and include a geofencing feature to target travelers coming into the Tahoe area with mobile advertisements. All billboards will be digital, allowing the ability to change the message to focus on specific issues or holidays. These are the billboard locations available: I-80 in Colfax, Hwy 50 in Rancho Cordova, Hwy 395 in South Reno, Hwy 80 west of McCarren and Hwy 50 outside of Carson City.

A funding agreement is required in order for the County to process the payment to Tahoe Fund. Approval by the Board provides the finding that a public benefit is derived from supporting this endeavor, which seeks to limit the environmental impacts of visitation in South Lake Tahoe.

ALTERNATIVES

The Board could choose not to approve the funding request, and no funding would be provided in support of these efforts.

PRIOR BOARD ACTION

April 13, 2021, Legistar Item 21-0599 approved \$5,000 for the 2021 billboard campaign.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

TRPA, Tahoe Fund, Placer County, LTVA

FINANCIAL IMPACT

The Board of Supervisors allocated \$50,000 in the Fiscal Year 2022-23 Recommended Budget in General Fund - Other Operations (Department 15) to be available for community funding requests supported by the Board. Approval of this item would allocate \$5,000 from this amount. There is no additional impact to the General Fund due to the approval of this agreement.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Good Governance

CONTACT

Supervisor Novasel