



## Legislation Text

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**File #:** 22-0247, **Version:** 1

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Planning and Building Department, Tahoe Planning, Stormwater, and Vacation Home Rental Division, recommending the Board approve and authorize the Chair to sign Funding Agreement 6376 with the Tahoe Regional Planning Agency for the Responsible Recreation and Tourism Initiative, with a term of six (6) months and a not-to-exceed amount of \$10,000.

**FUNDING:** General Fund.

### **DISCUSSION / BACKGROUND**

On January 25, 2022 (File No. 22-0058, Item No. 21), the Board approved a \$10,000 General Fund contribution toward a national destination management contract and up to 40 hours of staff time to participate in the Tahoe Regional Planning Agency's (TRPA) Responsible Recreation and Tourism Initiative. In order for the County to contribute the \$10,000 for this initiative, it's necessary for the County and TRPA to execute the proposed Funding Agreement to serve as the funding mechanism.

TRPA will select a leading national destination management consultant firm to guide the process in collaboration with a steering committee, with a total budget for the planning work of \$175,000.

The Responsible Recreation and Tourism Initiative aims to achieve the following:

- Create a shared vision for the future of tourism;
- Consider a new economic model;
- Develop strategies to influence stewardship;
- Provide sound baseline information and performance measures; and
- Set the course for coordinated action and decision making.

The selected consultant will be responsible for preparing a report on the status and trends of tourism in the Tahoe Basin, as well as a vision and mission statement, and project workplan for the steering committee in order to implement the strategies and tactics that they agree upon as a result of this effort. The deliverables will benefit the County from an economic development standpoint and can help the County, among other participating jurisdictions, better manage limited resources in the Tahoe Basin and sustain infrastructure.

### **ALTERNATIVES**

The Board may choose not to approve the proposed Funding Agreement, which would conflict with the Board's previous approval of a \$10,000 General Fund contribution.

### **PRIOR BOARD ACTION**

See Discussion/Background above.

### **OTHER DEPARTMENT / AGENCY INVOLVEMENT**

Chief Administrative Office

**CAO RECOMMENDATION / COMMENTS**

Approve as recommended.

**FINANCIAL IMPACT**

There is no change to Net County Cost associated with this item. The Planning and Building Department, Tahoe Planning, Stormwater, and VHR Division, has sufficient savings in its Fiscal Year 2021-22 to fund this one-time contribution.

**CLERK OF THE BOARD FOLLOW UP ACTIONS**

N/A

**STRATEGIC PLAN COMPONENT**

Healthy Communities, Economic Development

**CONTACT**

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