

**PETITION TO THE COUNTY OF PLACER
TO FORM THE NORTH LAKE TAHOE TOURISM & BUSINESS IMPROVEMENT
DISTRICT (NLTTBID)**

We petition you to initiate proceedings to form a Tourism & Business Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Business Name(s) & Address(es)

Business Owner

_____	_____
_____	_____
_____	_____
_____	_____

As the authorized representative to sign on behalf of the attached business owners. See attached document for Placer TOT Certificate # and Property Address for assessed business owners.

Owner Representative/Owner Name (printed)

Title

Owner/Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Jeffrey Hentz
North Lake Tahoe Resort Association
100 North Lake Blvd.
Tahoe City, CA 96145
Jeff@gotahoenorth.com

EXHIBIT A

MANAGEMENT DISTRICT PLAN SUMMARY

- Location:** The proposed NLTTBID includes all lodging, restaurant, retail, activities and attractions businesses, that receive over twenty percent (20%) of their revenues from visitors, located within the boundaries of the eastern portion of unincorporated Placer County, as shown on the map below.
- Services:** The NLTTBID is designed to provide specific benefits directly to payors by increasing business sales and improving business conditions. Marketing, promotions, and special events; visitor services & visitor centers operations; business support and advocacy; economic development and transportation; and sustainability and mitigation of tourism impacts programs will be provided to assessed businesses, thereby increasing business sales.
- Budget:** The total NLTTBID annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$6,000,000. This budget is expected to fluctuate as business sales fluctuate.
- Cost:** Based on the benefits received, the assessment rate will be structured as indicated below.
- Lodging businesses will be assessed two percent (2%) of gross short-term room rental revenue in benefit zone 1 and one percent (1%) of gross short-term room rental revenue in benefit zone 2. Lodging businesses are assessed at the retail, restaurant, and activities and attractions tourism businesses (RRAA businesses) rate for their tier for sales or rentals of non-lodging goods and services.
- RRAA businesses are divided into three (3) tiers:
- Tier 1 RRAA businesses are those with \$150,000 or more in annual gross revenue. The annual assessment rate for tier 1 RRAA businesses is one percent (1%) of gross revenue;
 - Tier 2 RRAA businesses are those with more than \$50,000 but less than \$150,000 in annual gross revenue. The annual assessment rate for tier 2 RRAA businesses is \$250 per year;
 - Tier 3 RRAA businesses are those with \$50,000 or less in annual gross revenue. The annual assessment rate for tier 3 RRAA businesses is \$50 per year.
- Businesses located within other businesses, such as restaurants located within a hotel, will be assessed at the rate for that business type and not at the rate of the other business in which they are located. Businesses that receive twenty percent (20%) or less of their revenues from visitors shall not be assessed. A visitor is defined as any individual whose length of stay within the NLTTBID is thirty (30) consecutive days or less. Nonprofit corporations and internet or wholesale businesses shall not be assessed based on the benefit received.
- Collection:** The County will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each assessed business

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located in the boundaries of the NLTTBID. The County shall take all reasonable efforts to collect the assessments from each assessed business.

Duration: The proposed NLTTBID will have a five (5) year life, beginning July 1, 2020, or as soon as possible thereafter and end five (5) years from its start date. Once per year, beginning on the anniversary of NLTTBID formation, there shall be a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Board of Supervisors hearing on NLTTBID termination.

Management: The North Lake Tahoe Resort Association, Inc. will serve as the NLTTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan and must provide annual reports to the Board of Supervisors.

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MANAGEMENT DISTRICT PLAN SUMMARY

Boundary Map

