



Capital Projects Advisory (CAP) Committee

The purpose of this committee is to recommend Tier 1 and Tier 2 Tourism Master Plan priorities and capital projects to the Placer County Board of Supervisors.

Governed by local business owners, special districts, Placer County, North Lake Tahoe Resort Association, transportation, lodging and ski resort representatives and two at-large seats with expertise in housing, arts, health and human services. The Placer County Board of Supervisors provides final approval on project applications submitted.

Available Funds: \$2 million*

Areas of Spend

- Trail Development, Maintenance, Extensions and Improvements
- Wayfinding Signage
- Community Revitalization Projects
- Public Facility Upgrades
- Cultural Enhancements & Public Art
- Infrastructure Improvements

**funding amount is subject to change*

Transient Occupancy Tax Committee

The TOT dollars currently used to fund the North Lake Tahoe Resort Association will remain in the region and be redirected to initiatives and projects that support workforce housing, traffic mitigation and transportation solutions. The TOT Committee will outline spending recommendations to the Placer County Board of Supervisors, who will provide final approval on projects submitted.

Governed by local business owners, Placer County, North Lake Tahoe Resort Association, Business Associations, restaurants, outdoor activity providers, lodging properties and retail representatives.

Available Funds: \$4.1 million

Areas of Spend

- Workforce Housing
- Traffic Mitigation
- Transportation Solutions

Tourism Business Improvement District (TBID) Committee

TBID dollars will support a year-round economy, offset tourism impacts and ensure locally generated funds are managed by local businesses.

Governed by 16 elected members from ski resorts, lodging properties, Business Associations, restaurants, outdoor activity providers and retail representatives, Placer County and several at-large seats.

Available Funds: \$6 million*

Areas of Spend

- Sustainability & Mitigation of Tourism Impacts
- Tourism Development & Management
- Economic Development
- Visitor Education & Services
- Business Advocacy & Support

**funding amount is subject to change*