



AGENDA AND JOINT REGULAR MEETING NOTICE OF THE NORTH TAHOE PUBLIC UTILITY DISTRICT RECREATION AND PARKS COMMISSION AND RECREATION AND PARKS COMMITTEE

North Tahoe Event Center
8318 North Lake Boulevard, Kings Beach, CA

Thursday, August 28, 2025, at 6:00 p.m.

Welcome to a joint regular meeting of the North Tahoe Public Utility District Recreation and Parks Commission and Committee

A joint regular meeting of the North Tahoe Public Utility District Recreation & Parks Commission and Recreation & Parks Committee will be held on Thursday, August 28, 2025 at 6:00 p.m. No action will be taken at the meeting on any business not appearing on the posted agenda except as permitted by Government Code Section 54954.2.

The District welcomes you to its meetings. Your opinions and suggestions are encouraged. The meeting is accessible to people with disabilities. In compliance with Section 202 of the Americans with Disabilities Act of 1990 and in compliance with the Ralph M. Brown Act, anyone requiring reasonable accommodation to participate in the meeting should contact the North Tahoe Public Utility District office at (530) 546-4212, at least two days prior to the meeting.

All written public comments received by 5:00 p.m. on August 28, 2025 will be distributed to the District's Commission and Committee Members for their consideration. All written comments will be included in the minutes. Pictures, graphics, or other non-written comments may be included in the minutes at the Commission's discretion. Written comments may be emailed to mmoga@ntpud.org, mailed, or dropped-off at NTPUD's Administrative Offices located at 875 National Ave., Tahoe Vista, CA. 96148.

TIMED ITEMS ON THIS AGENDA

6:00 P.M. Public Comment and Questions
7:00 P.M. NTPUD Parking Technology Roadmap

- A. Call to Order/Establish Quorum/Pledge of Allegiance**
- B. Public Comment and Questions** – Any person wishing to address the Recreation and Parks Commission or Committee on items of interest to the Commission/Committee not listed on the agenda may do so at this time. Please limit comments and questions to three (3) minutes since no action can be taken on items presented under Public Comment.
- C. Rec Connect Activity (Page 2)**
- D. Long Range Calendar (Page 3-5)**
 - 1. Recreation & Parks Commission Report to Board of Directors Schedule
- E. Approve Minutes from the Regular Joint Meeting of the Recreation and Parks Commission and Committee Held on June 26, 2025 (Pages 6-8)**
- F. Staff Reports**
 - 1. Recreation, Parks, and Facilities Department Report (Pages 9-14)
 - 2. Public Information and Community Outreach Update (Pages 15-18)
 - 3. Planning and Engineering Department Report (Pages 19-24)
 - 4. Monthly Review of the Recreation and Parks Department Financial Statement for the Month ending June 30, 2025 (Pages 25-38)
- G. General Commission/Committee Business**
 - 1. Discuss the Commissioners' and Alternate Commissioners' Intent to Serve a 3-year term beginning in 2026 and Possibly Make a Recommendation of Appointment to the Board of Directors (Pages 39-40)
 - 2. Receive Presentation and Provide Recommendation on the Dixon Resources Unlimited Parking Technology Roadmap (Timed Item 7 p.m.) (Pages 41-70)
 - 3. Discuss and Possibly Recommend that the General Manager be Authorized to Execute a Concessionaire Services Agreement with Tahoe Adventure Company, including Two Renewal Terms (Pages 71-98)
- H. Commissioner/Committee Comments and Questions**
- I. PUBLIC COMMENT AND QUESTIONS:** See protocol established under Agenda Item B, Public Comment, and Questions.
- J. Adjournment**



NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025

ITEM: C-1

FROM: Recreation, Parks, and Facilities Department

SUBJECT: Rec Connect Activity

DISCUSSION:

The world's most popular sport, soccer (referred to as football around most of the globe), has an estimated 250 million players. It is played by both men and women, with the US Women's team being the most successful women's team in history, with five world titles. The US Men's team, on the other hand, has never won a title.

The American Youth Soccer Organization (AYSO) is the national organization that introduces soccer to many throughout the USA. The six philosophies that govern AYSO's program and encourage positive, fair, and fun soccer are:

- Everyone Plays
- Open Registration
- Good Sportsmanship
- Balanced Teams
- Positive Coaching
- Player Development

AYSO has several local chapters, including one in North Lake Tahoe. This year, North Tahoe Regional Park will host the U10 division, with three fields and the U17 division on the full turf field. NTPUD has partnered with the Tahoe City Public Utility District to share goals and help facilitate ease of play and scheduling for the volunteers who work to make the season a success.

For today's Rec Connect, staff will guide Commissioners through a soccer dribbling lesson.

REVIEW TRACKING:

Submitted By: Amanda Conk
Amanda Conk
Recreation, Park, and Facilities Manager

Approved By: Bradley A. Johnson
Bradley A. Johnson, P.E.
General Manager/CEO

September 2025 Items of Interest	Date	Time	Location
Toddler Time & Golden Hour Socials	ongoing Tuesday	10 a.m. & 11:30 a.m.	NTEC
Commissioner Recruitment - Terms expiring in Dec 2025			
Patriot Planting and Remembrance Day	9/11/2025	9 a.m.-11 a.m.	Base Facility
Garden Workshop - Tahoe Pest Management	9/17/2025	5:30-7 p.m.	Community Garden
Tye Dye and Donuts	9/13/2025	9 a.m. - 12 p.m.	NTRP
North Tahoe Team Pickleball Tournament	9/20/2025	9 a.m.-5 p.m.	NTRP
October 2025 Commission Meeting/Items of Interest	Date	Time	Location
Toddler Time & Golden Hour Socials	ongoing Tuesday	10 a.m. & 11:30 a.m.	NTEC
Tye Dye and Donuts	10/4/2025	9 a.m. - 12 p.m.	NTRP
4th Annual Bags of Fall	10/11/2025	2 p.m. - 5 p.m.	Tahoe Backyard
Parents Night Out	10/17/2025	5:30 p.m.-8:30 p.m.	NTEC
Disc Golf Work Day	10/18/2025	9 a.m. - 5 p.m.	NTRP
Recreation & Parks Commission and Committee Regular Joint Meeting	10/23/2025	6 p.m.	NTEC
Harvest Festival and Big Truck or Treat	10/24/2025	5 - 8 p.m.	BGC NLT
Winter Warmth & Wellness	10/25/2025	10 a.m.-1 p.m.	NTEC
TVRA Boat Ramp Closes	mid October		TVRA
Tennis & Pickleball Courts Close	end of October		
November 2025 Items of Interest	Date	Time	Location
Toddler Time & Golden Hour Socials	ongoing Tuesday	10 a.m. & 11:30 a.m.	NTEC
Indoor Pickleball play begins	t.b.a.	8 a.m. - 12 p.m.	BGC NLT
Parents Night Out	11/14/2025	5:30 p.m.-8:30 p.m.	NTEC
Cocoa @ the Cabin - Smoresmology	11/22/2025	1 p.m.	NTRP
Community Thanskiving	11/28/2025	1 -4 p.m.	NTEC
Lost Sauna Wellness Day	11/28/2025	9a.m. & 10 a.m.	NTEC
Christmas Tree Cutting Day	11/29/2025	9 a.m. - 12 p.m.	NTRP
December 2025 Commission Meeting December/Items of Interest	Date	Time	Location
Toddler Time & Golden Hour Socials	ongoing Tuesday	10 a.m. & 11:30 a.m.	NTEC
Indoor Pickleball	ongoing Sat & Sunday	8 a.m. - 12 p.m.	BGC NLT
Recreation & Parks Commission and Committee Regular Joint Meeting	T.B.A.	6 p.m.	NTEC
NTPUD Board Meeting/Commissioner Selection		6 p.m.	NTEC
Holiday Tree Lighting	12/5/2025	5 p.m. -7p.m.	NTEC
Employee Appreciation Party	12/6/2025	5 p.m.	Garwoods
Parents Night Out	12/12/2025	5:30 p.m.-8:30 p.m.	NTEC
Cocoa @ the Cabin - Selfies with Santa	12/13/2025	1 p.m.	NTRP
Lost Sauna Wellness Day	12/26/2025	9a.m. & 10 a.m.	NTEC
Winter/Spring Activity Guide Release	T.B.A.		
January 2026 Items of Interest	Date	Time	Location
Drop-in Pickleball	ongoing Saturday	8 a.m.	BGCNLT
Toddler Time & Golden Hour Socials	ongoing Tuesdays	10a & 11:30a	NTEC

Nordic Nights Under the Lights		5 p.m.	NTRP
February 2026 Commission Meeting/Items of Interest	Date	Time	Location
Recreation & Parks Commission/Committee Joint Regular Meeting		6 p.m.	NTEC
Cocoa @ the Cabin		1-3 p.m.	NTRP
Review Fees for Parks & Facilities			
Nordic Nights Under the Lights		5-7 p.m.	NTRP

Rec & Park Commission Verbal Presentation & Written Report to the Board of Directors 2025

Commission Meeting Date	Board Meeting Date	Commissioner	Written Report Due Date
Thursday, February 27, 2025	Tuesday, March 11, 2025		Monday, March 3, 2025
	Tuesday, April 8, 2025	Ingrid Heggen	Friday, March 28, 2025
Thursday, April 24, 2025	Tuesday, May 13, 2025		Friday, May 2, 2025
	Tuesday, June 10, 2025	Sean O'Brien	Friday, May 30, 2025
Thursday, June 26, 2025	Tuesday, July 8, 2025		Friday, June 27, 2025
	Tuesday, August 12, 2025	Ed Rudloff	Friday, August 1, 2025
Thursday, August 28, 2025	Tuesday, September 9, 2025		Monday, September 1, 2025
	Tuesday, October 14, 2025		Friday, October 3, 2025
Thursday, October 23, 2025	*Wednesday, November 12, 2025		Friday, October 31, 2025
	Tuesday, December 9, 2025		**Wednesday, November 26, 2025
December Meeting is TBD	Tuesday, January 13, 2026		Friday, January 2, 2026



**NORTH TAHOE
PUBLIC UTILITY DISTRICT**

DATE: August 28, 2025

ITEM: E

FROM: Administrative Liaison

SUBJECT: Approve Minutes from Regular Joint Meeting of the Recreation and Parks Commission and Committee Held on June 26, 2025

RECOMMENDATION:

Approve minutes of the regular joint meeting of the Recreation and Parks Commission and Committee held on June 26, 2025

DISCUSSION:

Draft minutes from meeting(s) held during the previous month are presented to the Recreation and Parks Commission for review and approval. Meeting minutes represent the official record of the District's actions. Minutes are a vital and historical record of the District and are kept permanently.

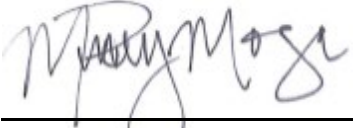
FISCAL ANALYSIS: No fiscal impact


ATTACHMENTS:

Draft minutes for the June 26, 2025 Recreation and Parks Joint Committee and Commission Meeting

MOTION: Approve Staff Recommendation.

REVIEW TRACKING:

Submitted By: 
Misty A. Moga
Administrative Liaison

Approved By: 
Bradley A. Johnson, P.E.
General Manager/CEO



DRAFT MINUTES

REGULAR JOINT MEETING OF THE NORTH TAHOE PUBLIC UTILITY DISTRICT RECREATION AND PARKS COMMISSION AND RECREATION AND PARKS COMMITTEE Thursday, June 26, 2024, 6:00 p.m.

Call to Order/Establish Quorum/Pledge of Allegiance

Chair Michael Stoltzman called the Recreation and Parks Commission and NTPUD Recreation Committee meeting to order on Thursday, June 26, 2025, at 6:03 p.m. A quorum was established. Recreation and Parks Commissioners in attendance included Michael Stoltzman (Chair), Ed Rudloff, Ingrid Heggen, Nancy Williams, Sarah Lagano, and Kirk Misiewicz (alternates). Sean O'Brien (Vice Chair) was not present. Director Coolidge of the District's Recreation Committee also attended, and Director Hughes was not present. NTPUD Staff present included Recreation, Parks, and Facilities Manager Conk, Chief Financial Officer Grimes, Engineering Manager Chorey, Government and Community Affairs Manager Broglio, and Administrative Liaison Moga.

Public Comment and Questions – There were no requests for public comment.

Recreation Connect – The Commissioners, Board members, and Staff enjoyed the activity involving volleyball skills.

Long Range Calendar – RPF Manager Conk highlighted items from the Long Range, including volunteers needed for ice cream scooping.

Approve Minutes from Recreation and Parks Commission Regular Meeting Held on April 24, 2025

MOTION: Commissioner Stoltzman moved to approve the regular meeting minutes of April 24, 2025. Commissioner Williams seconded the motion, which carried unanimously in favor.

Staff Reports

Recreation, Parks, and Facilities Department Report – RPF Manager Conk presented the key points from her report, which included details about special events, tournaments, the expansion of the community garden, and the launch of NTEC's new website. The Commissioners complimented the activity guide and the variety of summer activities. In response to Chair Stoltzman's question about the runtime of the new electric equipment, Manager Conk noted that the staff has been able to complete the necessary tasks and hasn't experienced battery life issues yet. Commissioner William complimented the swift implementation of the new equipment.

Public Information and Recreation Outreach Update – GCA Manager Broglio summarized the key points from his report, which included updates on grants, the First Tuesday Breakfast

Club, summer construction, and a news feature on water infrastructure for fire suppression. Commissioner Williams commended the improved communication regarding projects. Commissioner Misiewicz commented on the high open rate of the Recreation e-newsletter. Director Coolidge congratulated Justin on his new title, Government & Community Affairs Manager.

Planning and Engineering Department Report – Engineering Manager Nathan Chorey presented key updates from his report, which included information on the community gathering space project, the North Tahoe Trail Extension, the Community Garden extension, and the NTEC exterior back-lit sign. Commissioners expressed their appreciation for these projects, noting that they are long overdue.

Monthly Review of Recreation and Parks Department Draft Financial Statement for the Month ending April 30, 2025 – CFO Patrick Grimes introduced himself and presented the financial statements, noting favorable variances attributed to parking fees and other factors. He emphasized that the financials were better than budgeted. Additionally, he highlighted NTEC's pipeline of reservations and the grants that support the park projects.

General Commission/Committee Business

2025 Financial Literacy and Reporting Review – CFO Grimes presented a PowerPoint slideshow and answered questions about depreciation, CFD tax, projects, and grant funding. The Commissioners expressed their appreciation for this presentation. Director Coolidge suggested that this presentation be used for new board and commission members.

Secline Beach Improvement Project Presentation – RPF Manager Conk introduced the item. Engineering Manager Chorey, GCA Manager Broglio, and RPF Manager Conk provided a PowerPoint presentation and addressed questions regarding the size of the parcels, Phase 2 engagement, new restroom, and future connectivity.

Commemorative Bench Dedication – RPF Manager Conk introduced the item for discussion. After briefly discussing the Commissioner-dedicated bench in the new tennis/pickleball gathering space, the Commissioners agreed that if someone expresses interest in that specific bench location, that individual will be allowed to purchase it.

Commissioner/Committee Comments and Questions – Commissioner Williams expressed appreciation for GCA Manager Broglio's collaboration with other agencies. In response to Chair Stoltzman's request for a Brown Act training session, Director Coolidge mentioned that she would like to coordinate this training with the Board. Addressing Commissioner Heggen's comment, RPF Manager Conk stated that she will connect with TRPA regarding the Clean, Drain, Dry graphics and the ambassadors who engage with boaters. Director Coolidge also commended the recent graduates of the North Lake Tahoe-Truckee Leadership program, Alternate Commissioner Misiewicz and Commissioner O'Brien.

Public Comment – There were no requests for public comment.

Adjournment – With no further business to come before the Commission/Committee, the meeting was adjourned at 9:37 p.m.



NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025

ITEM: F-1

FROM: Recreation, Parks, and Facilities Manager

SUBJECT: Recreation, Parks, and Facilities Department Report

Parks

- The Parks Department continues to chase irrigation leaks, damaged heads, and faulty control valves throughout the fields. In July, there were two major leaks and several smaller ones that kept staff occupied for multiple days.
- There were two tournaments in July, one softball and one adult lacrosse, paired with two baseball tournaments in August. Baseball is proving to be the most challenging due to the field preps that keep staff busy throughout the day. Parking has not been an issue yet this year due to the new rule to not have both Field 4 and Field 5 scheduled, as well as the addition of the overflow parking at the upper bench.
- Staff have built three perimeter beds in the Community Garden to complement the expansion project. The design, construction, moving of dirt, and irrigation were all completed in-house.
- Each year, the green waste piles high on the upper bench until staff does a major clear out. This year, there were six roll-off dumpsters filled to clear the piles. Almost as soon as they were clear, more was collected to facilitate the trimming of trees and branches along our perimeter ballfield fence lines.
- Seasonal Park staff picked up over 200 pounds of garbage at Moondunes Beach on July 4 alone.

Recreation

- July at the Park wouldn't be complete without ice cream. This year, there were five weeks of ice cream handouts, serving about 250 cones and 18 gallons of ice cream each week. Thank you to the Commissioners and Directors who helped scoop and create community at this event.
- The varied activities at Golden Hour continue to draw in different participants, as well as the regular crew. In July, there was an acrylic painting session, a garden field trip (using the Boys and Girls Club van to transport the participants), and a corn hole competition.

- The TVRA Boat Launch is running smoothly with well-qualified staff working at the kiosk, providing excellent customer service and moving people and boats through smoothly. As of August 1st, the revenue exceeded the total for this time last year. Some of this can be attributed to the multi-day closure of the Incline Village Boat Launch after the barge containing the July 4th fireworks sank, and many of the boaters came to TVRA instead. The beautiful weather and excellent staff are also factors.
- The Community Garden is thriving. July's workshop was a mushroom cultivation workshop hosted by staff and mycologist Noah Clarkson, where participants came home with their own Lion's Mane mushroom to grow at home. Additionally, staff harvested 3 pounds of oregano that is drying in the garden shed.

North Tahoe Event Center

- Manager McDougal coordinated the Event Center's own Styled Shoot on July 23rd. This event brought in 17 different vendors that donated their services and time to participate in an "upscale camp vibe" wedding. Check out a video clip from that day here: <https://www.instagram.com/reel/DM8O13AR5ax/?igsh=NjZiM2M3MzIxNA==>
- July tends to be a slower month for rentals at the Event Center. Even so, there were five weddings and a variety of other private events, including a Hindu youth group organization bringing in 200 youths on two separate days (one for males, one for females) to enjoy Lake Tahoe. This event did tax the facility, with lots of garbage and sand tracked into the building, but it was also a great service to a youth organization.
- The big talk of August was the Industry Beach Day hosted by NTEC in partnership with Tahoe Wedding Industry Group (TWIG), Weddings of the West, and National Association for Catering and Events (NACE). Similar to the Styled Shoot, several vendors came and donated their services for this event. With over 100 guests, the event combined wedding industry professionals along with Destination Management Groups and showed off the beautiful transformation of the Event Center. <https://www.instagram.com/reel/DNUZXmTx5d0/?igsh=NTc4MTIwNjQ2YQ==>

Administration

- Staff organized and hosted the second annual NTPUD Field Day/Operations Rodeo on July 30. This event invited all staff to "get their hands dirty" and participate in both Utility Operations and Recreation Department activities. The team building event was catered and held at the Regional Park.
- Interest in building a Skate Park at North Tahoe Regional Park has peaked this month, with about seven different people expressing their desire to build a skate park via emails to NTPUD staff and Commissioners. Design for a skate park has been earmarked within NTPUD's 5-year capital improvement plan.
- The Parks Department has seen a marked drop in community service hours. A longstanding partnership with the Placer County probation department, where people who need to complete community service hours are directed to the Parks Department,

has given NTPUD much-appreciated labor hours for years. The reduction has been noticed for the past six months or so, with no noted reasoning for the change.

- The new Fall Activity Guide has been released today, August 28.
- NTPUD is partnering with TCPUD for youth flag football, Friday Night Lights, this fall. TCPUD has had a thriving program for the past several years, but struggled to find an appropriate space to host the program. They reached out to NTPUD in the spring to see if the program could be hosted at the Regional Park. NT was, of course, willing to partner and, due to the partnership, now has a resident discount for the program and will see close to 130 youth every Friday from late August through October. More updates to come as the program progresses.

REVIEW TRACKING:

Submitted By: *Amanda Conk*

Amanda Conk
Recreation, Parks, and Facilities Manager

Approved By: *Bradley A. Johnson*

Bradley A. Johnson, P.E.
General Manager/CEO



Golden Hour Cornhole



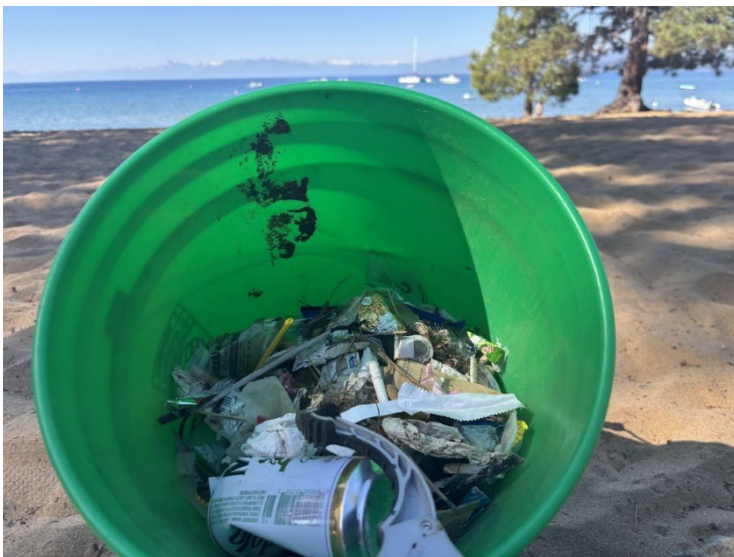
Golden Hour Art with Amanda



Mushroom Cultivation Workshop



Smaller but still mighty mushroom



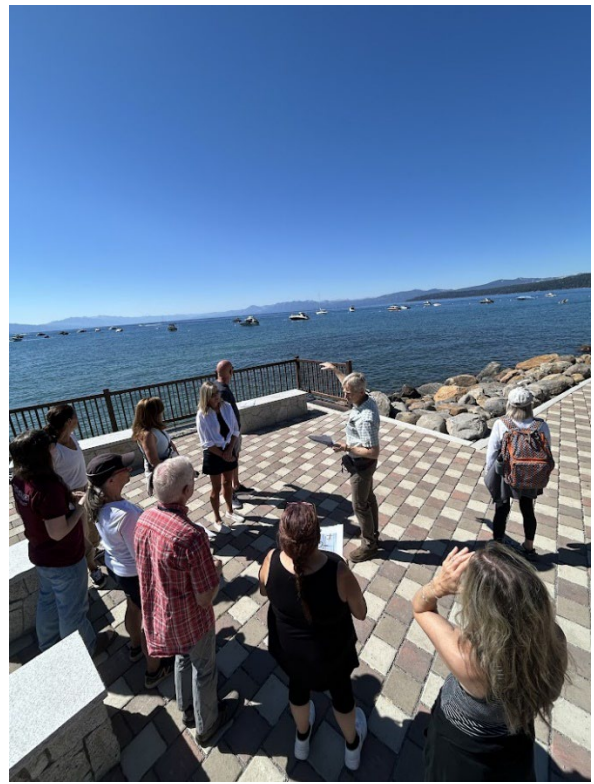
Monday morning beach cleanup



Micro Green Members garden gnome



Rise and Stride 5K



Walk and Learn



Boys & Girls Club in the Tennis Gathering Space



Golden Mussel



Ice Cream in the Park



2025 Beach Volleyball Champs



Irrigation leaks



NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025

ITEM: F-2

FROM: Government and Community Affairs Manager

SUBJECT: Public Information and Community Outreach Report

DISCUSSION:

Public Information and Community Outreach:

- For the month of July, our communications and outreach focused on – 1) community notifications and updates on District construction projects; 2) continued notifications to customers on final deadline for online billing portal transition and autopay notices; and 3) continued promotion of the expanded Rate Relief Program; 4) and continued promotion of the Summer 2025 Recreation Events and Activities.
- Staff worked with Recreation & Parks Department staff to promote and advertise the District's Summer 2025 special events and programs – including the Rise & Stride Run Series, Garden Workshops, Ice Cream in the Park, and Park Fit.
- Staff distributed several news releases in July and coordinated with local reporters to manage several news stories. Links to stories are below -
 - <https://www.sierrasun.com/news/ntpud-receives-500000-bureau-of-reclamation-grant-for-smart-water-meters/>
 - <https://www.sierrasun.com/news/ntpud-expands-utility-rate-relief-program/>
 - <https://www.sierrasun.com/news/ntpud-levies-special-tax-increase-for-parks-and-recreation-how-much-will-your-tax-bill-go-up/>
 - <https://www.sierrasun.com/news/caltrans-local-utility-agree-to-850000-penalty-for-lake-tahoe-sewage-spill/>
 - <https://www.sfgate.com/renotahoe/article/big-fine-sewage-spill-lake-tahoe-caltrans-20763642.php>
- Staff continues to support Engineering with our summer construction project notices and signage as needed. Public engagement has been positive to-date and the success of our TOT-TBID projects has been well received.

- Staff is continuing to advance public outreach and coordinate with Design Workshop, Placer County, and the California Tahoe Conservancy on the Secline Beach Enhancement Planning & Design Project.
 - A community workshop was held at Secline Beach on Tuesday, Aug. 5.
- Staff continues to work with TCPUD and our consultants at the Sierra Business Council (SBC) on the District's Greenhouse Gas inventory and assessment.
 - SBC has provided an initial data report and NTPUD is now listed on The Climate Registry. We will be working this Fall to complete the final report and upload the data online.

Grants:

- Staff is preparing a \$65,000 request and application for the NTCA's TOT-TBID Annual Grant Cycle. This funding would support the Public Art portion of the Community Art and Gathering Space Project in the North Tahoe Regional Park.
- Staff is continuing to research and review additional grant opportunities as they become available.
- Staff continues to assist the General Manager with California and Federal legislative affairs, outreach, and planning.

North Tahoe Event Center Marketing:


- Staff continues to support the NTEC Manager as needed with marketing and community outreach.

Community and Regional Partner Connections:

- Participated in bi-weekly Tahoe-Truckee PIO team meetings and North Lake Tahoe-Truckee Stakeholder meetings.
 - Topics included updates on Summer traffic and construction issues, Golden Mussel updates, AIS program updates, and
- Prepared a presentation for the NTCA's First Tuesday Breakfast Club.
 - Topics included updates on TOT-TBID projects in North Lake Tahoe.
 - <https://www.northtahoecommunityalliance.com/stay-informed/breakfast-club-meetings/>

Review Tracking:

Submitted By: 
 Justin Broglio
 Government and Community
 Affairs Manager

Approved By: 
 Bradley A. Johnson, P.E.
 General Manager/CEO

Email Newsletter Metrics –

- July 2025 metrics for the District’s Recreation Newsletter and Board Meeting Notices. Overall open rates continue to be above 60%.

District Email Metrics – Recreation & Admin

North Tahoe Recreation – Weekly Newsletter Updates

- The Weekly Recreation Updates in July maintained a consistent engagement rate.



Social Media Content –

North Tahoe Recreation and Parks (@northtahoerecreation)



northtahoerecreation



northtahoerecreation 1w

Live at the Launch is back this August! 🎸
❤️ Join us every Monday night for live music from some of your favorite local bands. Pack a picnic, bring your chairs, and rally the crew. Summer nights at the lake don't get better than this.

Mark your calendars and we'll see you out there! 🍷

No comments yet.

Start the conversation.

[View insights](#)

[Boost post](#)



12 likes

July 27



Add a comment...



northtahoerecreation



northtahoerecreation 3w

Regional Park Update: Construction on the new Pam Emmerich Memorial Pinedrop Trail extension starts this week. Please drive slowly and watch for construction workers and equipment as you enter and leave the Regional Park. Thank you!

No comments yet.

Start the conversation.

[View insights](#)

[Boost post](#)



10 likes

July 14



Add a comment...





NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025 **ITEM:** F-3

FROM: Planning and Engineering Department

SUBJECT: Planning and Engineering Department Status Report

DISCUSSION: Capital Improvement Projects, Internal Operations & Planning, and Outside Agency/Private Development

CAPITAL IMPROVEMENT PROJECTS

The Engineering Division is managing the following Recreation and Parks CIP projects.

Construction Phase Projects

NTEC Emergency Generator (Project #2192): A 2022-2023 Capital Improvement Project to add an emergency generator at the North Tahoe Event Center. The project is grant-funded in part by FEMA and Placer County.

Status: The Board of Directors awarded a construction contract to GLA-Morris at the July 9, 2024 meeting. Interior structural reinforcements were completed in December 2024 and approved by the Placer County Building Department. The contractor has received the generator and is holding it in storage until it is installed. Procurement of electronic components continues to be a challenge. GLA Morris has poured the automatic transfer switch (ATS) pad in anticipation of the September ship date.

GLA Morris Construction, Inc. – Construction Contract Status:

Original Contract Amount	Change Orders	Current Total Contract Amount	Total Payments for Work Completed	Current Balance to Completion (including retention)
\$335,606.93	\$0	\$335,606.93	\$110,287.30	\$225,319.63
Estimated Construction Status as of 7/31: 45% complete				

2025 Community Art and Gathering Space Project (Project #2486): A 2024-2025 Capital Improvement Project to improve the entry plaza at the pickleball and tennis courts in the North Tahoe Regional Park.

Status: Construction is complete. NTPUD received a \$250,000 grant from NTCA/Placer County to fund the construction of a community gathering space. NTPUD also received a \$35,000 Tahoe Fund grant to fund the public art component at the plaza and staff is pursuing additional grants to allow completion.



Ruppert, Inc. – Construction Contract Status:

Original Contract Amount	Change Orders	Current Total Contract Amount	Total Payments for Work Completed	Current Balance to Completion (including retention)
\$350,635	\$49,998.45	\$400,623.45	\$362,067.28	\$38,556.17
Estimated Construction Status as of 7/31: 95% complete				

North Tahoe Regional Park Trail Extension (Project #2484): A FY23/24 Capital Improvement Project to design the extension of the Pam Emmerich Memorial Pinedrop trail to the lower restroom. The proposed trail will improve pedestrian/bicycle mobility through the Regional Park and reduce the safety hazards associated with trail users having to navigate through the parking lot.

Status: The Board awarded the construction contract to Meyers Earthwork, Inc. at their May 13, 2025 Board Meeting. Construction started in early July, and the contractor has made substantial progress. The contractor is beginning work on trail subgrade preparation and the installation of site retaining walls and rock slope protection. The Project is scheduled to be completed in October.



Meyers Earthwork, Inc. – Construction Contract Status:

Original Contract Amount	Change Orders	Current Total Contract Amount	Total Payments for Work Completed	Current Balance to Completion (including retention)
\$1,451,470.50	\$0	\$1,451,470.50	\$0	\$1,451,470.50
Estimated Construction Status as of 7/31: 30% complete				

Uniform Public Construction Cost Accounting Act

The District elected to participate in the Act to utilize alternative bidding procedures for public works projects. This section reports on contracts awarded for projects between \$15,000 and \$75,000 that are now issued under the General Manager's authority.

ACTIVE PROJECTS			
Currently, there are no active Recreation and Parks UPCCAA Projects.			
COMPLETED PROJECTS			
Project	Contractor	Contract Amount	Award Date
NTEC Building Sign	Yesco, Inc	\$25,866	May 13, 2025
A Capital Improvement Project to add building signage at the North Tahoe Event Center. The project is grant-funded in part by Placer County. PR Design and Engineering has completed plans to install backlit signs on the north and east side of the NTEC. The proposed sign design was approved at the Tahoe Basin Design Review Committee on April 22, 2025. This project is scheduled to be constructed in Summer 2025. This Project is complete			
North Tahoe Event Center – 2025 Lakeview Room Improvements	Prosser Building & Development, Inc.	\$48,321	February 6, 2025
A 2024-25 capital improvement to construct a coffered walnut feature wall and wooden wainscot with chair rail in the NTEC Lakeview Suite. The Event Center Manager provided the architectural vision, and the Engineering Department prepared the bid documents. This project is complete			
Community Garden Fence	Florence Fence	\$24,500	December 11, 2024
A 2024-25 capital improvement to replace the perimeter fence at the Community Garden. The Community Garden perimeter fence is failing and in need of repair. In recent years, the Community Garden has thrived and demand for raised planters has exceeded supply. Staff is taking this opportunity to expand the community garden footprint to accommodate additional planter beds and enclose the shed within the perimeter fence. This Project is complete			
Ballfield Fence Repair	Tholl Fence	\$32,429	December 14, 2024
A 2024-25 capital improvement to repair the existing fence around Fields #1, #2, #3, and #5. The existing perimeter fences around the fields are failing and in need of repair. This project will straighten leaning posts, replace damaged sections of chain link mesh, replace/repair bent top and middle rails, replace missing hardware, and			

make other adjustments as needed to extend the life of this asset. This project is complete.			
North Tahoe Event Center – 2025 Lakeview Room Improvements	Prosser Building & Development, Inc.	\$51,649	February 6, 2025
A 2024-25 capital improvement to construct a coffered walnut feature wall and wooden wainscot with chair rail in the NTEC Lakeview Suite. The Event Center Manager provided the architectural vision, and the Engineering Department prepared the bid documents. This project is complete.			
2024 Pavement Maintenance	Elements Mountain Company Inc.	\$33,575.90	August 8, 2024
A 2023-24 capital improvement to prolong the life of the existing asphalt at various NTPUD sites. Specifically, this project will crack fill and seal the existing asphalt at NTPUD's four (4) main sewer pump stations, TVRB, N-1, Park Trail, Zone 1 Tank, and NTEC. This project is complete			

Design / Bid Preparation Phase Projects

NTEC – Bathroom Remodel (Design) (Project #2591): A 2024-2025 Capital Improvement Project to remodel both sets of bathrooms at the North Tahoe Event Center.

Status: NTPUD retained Goring and Straja Architects (GaS) to complete the NTEC – Bathroom Remodel Project. GaS is finalizing construction drawings and technical specifications. NTPUD staff anticipates advertising for bid this fall and constructing the project in January/February 2026.

Regional Park Parking Management (Project #2581): A 2024-2025 Capital Improvement Project to retain a consultant to complete an operational needs assessment, ordinance review and preparation, and parking technology road map to manage parking with the North Tahoe Regional Park.

Status: NTPUD retained Dixon Resources Unlimited to complete the Regional Park Parking Management Project. Dixon Resources Unlimited presented their NTPUD Parking Operational Needs Assessment Memorandum to the Recreation and Parks Commission at their February 27, 2025, meeting and the Board of Directors at their March 11, 2025, meeting. Dixon Resources Unlimited is scheduled to present the Technology Road Map and a suggested implementation plan to the Recreation and Park Commission in August and Board of Directors in September or October.


Secline Property Improvement Project (Project #2580): A 3-year Capital Improvement Project to develop a vision and preliminary design of public recreation access, environmental improvements, and facility enhancements for the Secline Beach public parcels in Kings Beach, CA.


Status: NTPUD has received a grant from North Tahoe Community Alliance (NTCA) TBID Funds Grant agreement for \$240,000 for the Secline Beach Enhancement – Planning and Design Project. The Board of Directors awarded a preliminary design contract to Design Workshop at the May 14, 2024 meeting. Design Workshop has scheduled workshops to present the survey findings this fall in advance of developing conceptual improvement alternatives based on site constraints and community feedback. Hauge-Bruek has begun work on the environmental documentation required

Master Plan: Corporation Yard Layout (Project #2151): A FY24/25 Capital Improvement Project to develop a Corporation Yard Master Plan. The existing corporation yard, built over several decades, was not planned for the current needs of staff, operations, services, and the regulatory environment. As such, operational inefficiencies and potential safety hazards exist within the corporation yard. The goal of the Corporation Yard Master Plan (CYMP) is to strategically plan future facility improvements to be completed over several years

Status: The Board of Directors awarded a design contract to W-Y Architects at the May 14, 2024 meeting. W-Y Architects has completed a draft Corporation Yard Master Plan. Staff is reviewing the document and will discuss the next steps to the Board of Directors at a future Board meeting.

REVIEW TRACKING:

Submitted By: 
Nathan P. Chorey, P.E.
Engineering Manager

Approved By: 
Bradley A. Johnson, P.E.
General Manager/CEO



NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025

ITEM: F-4

FROM: Finance Department

SUBJECT: Draft Financial Reports through June 30, 2025

DISCUSSION:

The following draft of the monthly financial reports provides the revenue and expense status of the North Tahoe Public Utility District as of the month ending June 30, 2025. This report represents approximately 12 out of 12 months or 100% of the Fiscal Year (FY).

All Recreation & Parks Funds Highlights: The Recreation and Parks Funds reported net income of \$727,000, exceeding budget by \$350,000, primarily related to mixed operating results from higher parking fees collected during snow season, higher grant activity, and the lower administrative allocation offset by lower rentals. Specific highlights include:

- **Line 37** – Net income of \$727k is higher than budgeted due primarily to higher parking fees collected during snow season, higher grants and the lower general and administrative allocation
- **Line 4** – Recreation and Parks operating revenue of \$1.6M is slightly higher than budget due to higher revenue in each department offset slightly by lower-than-anticipated room rent at the North Tahoe Event Center (including internal usage).
- **Line 6** – Salaries and wages were \$1.1M slightly higher than budget due to seasonal hours exceeding budgeted levels.
- **Line 7** – Benefits of \$555k are lower than the budget due to a larger budgeted increase for workers' compensation than was experienced.
- **Line 8** – Outside services expenses of \$285k are slightly under budget.
- **Line 10** – Other operating expenses of 213k are under budget due to timing of equipment and operating supplies purchases.
- **Line 14** – Depreciation expense of \$860k is slightly higher than budget due to the timing of completed capital projects.
- **Line 21** – Allocation of administrative and general is under budget as the Administrative and General Division is under budget overall, resulting in less expense to allocate to the divisions.
- **Line 27** – Grant revenue is higher than budgeted due primarily to the timing of reimbursable capital project progress. Recently awarded grants include projects related to the Community Gathering Plaza and the interconnection of the trails.


North Tahoe Event Center (NTEC): NTEC experienced a net loss of \$279,000 which was \$49,000 higher than the budgeted net loss. This variance was driven primarily by the lower-than-expected rental revenue. NTEC staff continue to book reservations for the FY 2026 year. Notably, there is already \$366k under reservation for FY2026. Specific highlights include:

- **Line 37** – Net loss of \$279k is higher than budget due primarily to lower-than-budgeted operating revenues from bridal, corporate and internal room rentals.
- **Line 4** – Operating revenue of \$508k is \$50k lower than budget due to reduced activity in both external and internal rental events during the first three quarters.
- **Line 6** – Salaries and wages of \$355k are comparable to budget.
- **Line 7** – Employee benefits of \$178k are less than budgeted due to a larger estimated increase in the budget than was experienced.
- **Line 8 & 10** – Outside services and other operating expenses were under budget in aggregate.

ATTACHMENTS:

Financial Reports for June 30, 2025

Submitted By: 
Patrick Grimes
Chief Financial Officer

Approved By: 
Bradley A. Johnson, P.E.
General Manager/CEO



Recreation & Parks Operations
Statement of Revenues and Expenses
For the Period Ended June 30, 2025

Income Statement	Month-To-Date				Year-To-Date				Prior
	Actual	Budget	Variance	% Variance	Actual	Budget	Variance	% Variance	YTD
1 Operations									
2 Operating Revenue	\$ 229,741	\$ 169,501	\$ 60,240	35.5%	\$ 1,475,027	\$ 1,364,789	\$ 110,238	8.1%	\$ 1,381,079
3 Internal Revenue	4,350	10,510	(6,160)	-58.6%	78,660	96,730	(18,070)	-18.7%	96,629
4 Total Operating Revenue	\$ 234,091	\$ 180,011	\$ 54,080	30.0%	\$ 1,553,687	\$ 1,461,519	\$ 92,168	6.3%	\$ 1,477,708
5									
6 Salaries and Wages	\$ (102,808)	\$ (90,975)	\$ (11,833)	-13.0%	\$ (1,145,543)	\$ (1,113,611)	\$ (31,932)	-2.9%	\$ (1,034,385)
7 Employee Benefits	(52,692)	(47,561)	(5,131)	-10.8%	(555,419)	(577,368)	21,949	3.8%	(522,342)
8 Outside Services/Contractual	(27,441)	(17,950)	(9,491)	-52.9%	(284,594)	(292,975)	8,381	2.9%	(275,545)
9 Utilities	(7,692)	(8,023)	331	4.1%	(121,621)	(126,813)	5,192	4.1%	(113,805)
10 Other Operating Expenses	(21,261)	(13,650)	(7,611)	-55.8%	(212,981)	(222,395)	9,414	4.2%	(205,732)
11 Insurance	(9,186)	(9,551)	365	3.8%	(95,791)	(98,596)	2,805	2.8%	(80,402)
12 Internal Expense	(5,910)	(5,875)	(35)	-0.6%	(70,722)	(70,506)	(216)	-0.3%	(65,849)
13 Debt Service	-	-	-	0.0%	-	-	-	0.0%	-
14 Depreciation	(72,711)	(74,765)	2,054	2.7%	(859,353)	(842,561)	(16,792)	-2.0%	(758,424)
15 Total Operating Expense	\$ (299,701)	\$ (268,350)	\$ (31,351)	-11.7%	\$ (3,346,024)	\$ (3,344,825)	\$ (1,199)	0.0%	\$ (3,056,484)
16									
17 Operating Contribution	\$ (65,610)	\$ (88,339)	\$ 22,729	25.7%	\$ (1,792,337)	\$ (1,883,306)	\$ 90,969	4.8%	\$ (1,578,776)
18									
19 Allocation of Base	\$ -	\$ -	\$ -	0.0%	\$ -	\$ -	\$ -	0.0%	\$ -
20 Allocation of Fleet	(9,742)	(9,742)	-	0.0%	(128,106)	(128,106)	-	0.0%	(109,853)
21 Allocation of General & Administrative	(135,753)	(105,880)	(29,873)	-28.2%	(1,411,007)	(1,472,039)	61,032	4.1%	-
22 Operating Income(Loss)	\$ (211,105)	\$ (203,961)	\$ (7,144)	-3.5%	\$ (3,331,450)	\$ (3,483,451)	\$ 152,001	4.4%	\$ (1,688,629)
23									
24 Non-Operations									
25 Property Tax Revenue	\$ 233,333	\$ 233,333	\$ -	0.0%	\$ 2,800,000	\$ 2,800,000	\$ -	0.0%	\$ 2,650,000
26 Community Facilities District (CFD 94-1)	92,226	56,908	35,318	62.1%	731,273	682,900	48,373	7.1%	683,567
27 Grant Revenue	352,902	210,000	142,902	68.0%	546,198	415,000	131,198	31.6%	1,066,046
28 Interest	-	-	-	0.0%	-	-	-	0.0%	24
29 Other Non-Op Revenue	-	-	-	0.0%	-	-	-	0.0%	359,700
30 Capital Contribution	-	-	-	0.0%	-	-	-	0.0%	-
31 Other Non-Op Expenses	(581)	(36,761)	36,180	98.4%	(18,608)	(36,761)	18,153	49.4%	(96,068)
32 Income(Loss)	\$ 466,775	\$ 259,519	\$ 207,256	79.9%	\$ 727,413	\$ 377,688	\$ 349,725	92.6%	\$ 2,974,640
33									
34 Additional Funding Sources									
35 Allocation of Non-Operating Revenue	\$ -	\$ -	\$ -	0.0%	\$ -	\$ -	\$ -	0.0%	\$ -
36 Transfers	-	-	-	0.0%	-	-	-	0.0%	-
37 Balance	\$ 466,775	\$ 259,519	\$ 207,256	79.9%	\$ 727,413	\$ 377,688	\$ 349,725	92.6%	\$ 2,974,640
Earnings Before Interest, Depreciation & Amortization	\$ 539,486	\$ 334,284	\$ 205,202	61.4%	\$ 1,586,766	\$ 1,220,249	\$ 366,517	30.0%	\$ 3,733,064
Operating Ratio	128%	149%	-21%	-14.1%	215%	229%	-13%	-5.9%	207%
Operating Ratio - plus Tax & CFD	54%	57%	-4%	-6.2%	66%	68%	-2%	-2.7%	64%



Division
Department

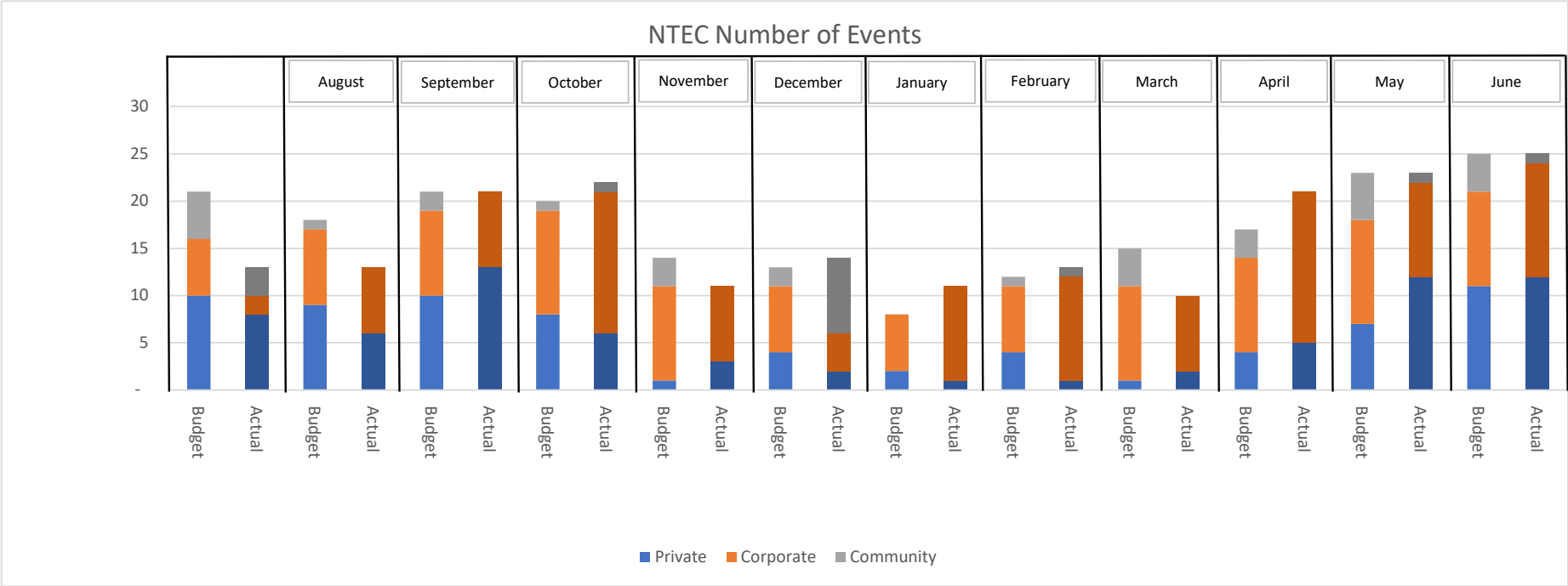
51-5100
Recreation & Parks
Event Center Operations

Statement of Revenues and Expenses
For the Period Ended June 30, 2025

Income Statement	Month-To-Date				Year-To-Date				Prior
	Actual	Budget	Variance	% Variance	Actual	Budget	Variance	% Variance	YTD
1 Operations									
2 Operating Revenue	\$ 86,794	\$ 68,851	\$ 17,943	26.1%	\$ 429,681	\$ 461,814	\$ (32,133)	-7.0%	\$ 405,035
3 Internal Revenue	4,350	10,510	(6,160)	-58.6%	78,660	96,730	(18,070)	-18.7%	96,629
4 Total Operating Revenue	\$ 91,144	\$ 79,361	\$ 11,783	14.8%	\$ 508,341	\$ 558,544	\$ (50,203)	-9.0%	\$ 501,664
5									
6 Salaries and Wages	\$ (29,283)	\$ (29,047)	\$ (236)	-0.8%	\$ (355,454)	\$ (355,532)	\$ 78	0.0%	\$ (396,986)
7 Employee Benefits	(15,015)	(16,370)	1,355	8.3%	(177,545)	(198,719)	21,174	10.7%	(198,486)
8 Outside Services/Contractual	(4,655)	(450)	(4,205)	-934.4%	(44,056)	(33,055)	(11,001)	-33.3%	(31,235)
9 Utilities	(4,682)	(4,074)	(608)	-14.9%	(70,334)	(65,898)	(4,436)	-6.7%	(63,570)
10 Other Operating Expenses	(5,916)	(9,650)	3,734	38.7%	(113,556)	(113,075)	(481)	-0.4%	(91,340)
11 Insurance	-	-	-	0.0%	-	-	-	0.0%	-
12 Internal Expense	(1,877)	(1,845)	(32)	-1.7%	(22,060)	(22,144)	84	0.4%	(20,906)
13 Debt Service	-	-	-	0.0%	-	-	-	0.0%	-
14 Depreciation	-	-	-	0.0%	-	-	-	0.0%	-
15 Total Operating Expense	\$ (61,428)	\$ (61,436)	\$ 8	0.0%	\$ (783,005)	\$ (788,423)	\$ 5,418	0.7%	\$ (802,523)
16									
17 Operating Contribution	\$ 29,716	\$ 17,925	\$ 11,791	65.8%	\$ (274,664)	\$ (229,879)	\$ (44,785)	-19.5%	\$ (300,859)
18									
19 Allocation of Base	\$ -	\$ -	\$ -	0.0%	\$ -	\$ -	\$ -	0.0%	\$ -
20 Allocation of Fleet	-	-	-	0.0%	-	-	-	0.0%	-
21 Allocation of General & Administrative	-	-	-	0.0%	-	-	-	0.0%	-
22 Operating Income(Loss)	\$ 29,716	\$ 17,925	\$ 11,791	65.8%	\$ (274,664)	\$ (229,879)	\$ (44,785)	-19.5%	\$ (300,859)
23									
24 Non-Operations	-	-	-						
25 Property Tax Revenue	\$ -	\$ -	\$ -	0.0%	\$ -	\$ -	\$ -	0.0%	\$ -
26 Community Facilities District (CFD 94-1)	-	-	-	0.0%	-	-	-	0.0%	-
27 Grant Revenue	-	-	-	0.0%	-	-	-	0.0%	-
28 Interest	-	-	-	0.0%	-	-	-	0.0%	-
29 Other Non-Op Revenue	-	-	-	0.0%	-	-	-	0.0%	-
30 Capital Contribution	-	-	-	0.0%	-	-	-	0.0%	-
31 Other Non-Op Expenses	-	-	-	0.0%	(4,410)	-	(4,410)	-100.0%	2,175
32 Income(Loss)	\$ 29,716	\$ 17,925	\$ 11,791	65.8%	\$ (279,074)	\$ (229,879)	\$ (49,195)	-21.4%	\$ (298,684)
33									
34 Additional Funding Sources									
35 Allocation of Non-Operating Revenue	\$ -	\$ -	\$ -	0.0%	\$ -	\$ -	\$ -	0.0%	\$ -
36 Transfers	-	-	-	0.0%	-	-	-	0.0%	-
37 Balance	\$ 29,716	\$ 17,925	\$ 11,791	65.8%	\$ (279,074)	\$ (229,879)	\$ (49,195)	-21.4%	\$ (298,684)

North Tahoe Event Center Reservation Pipeline

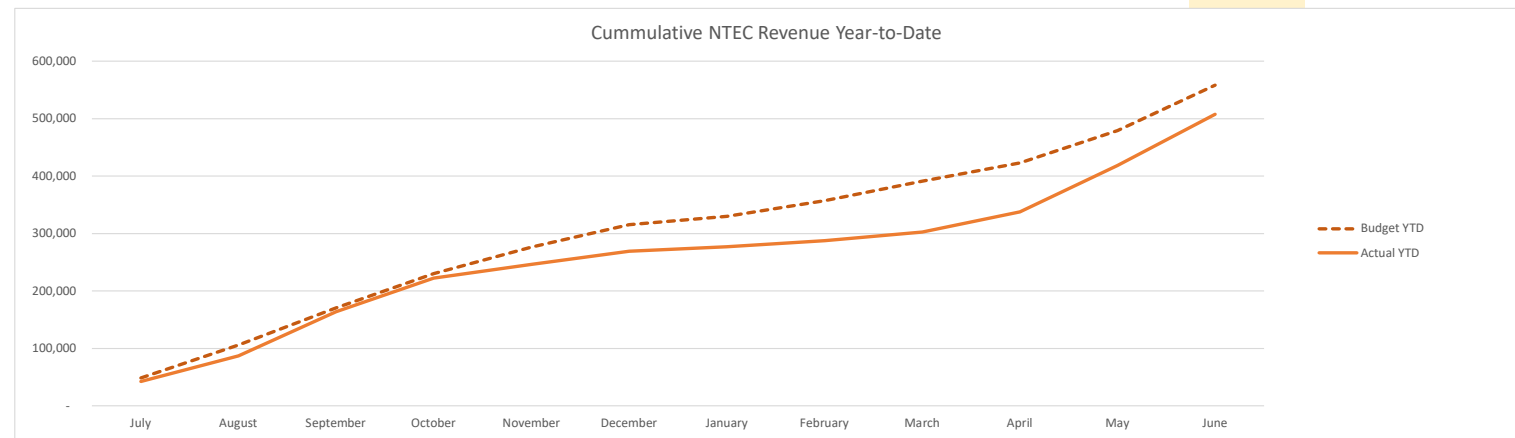
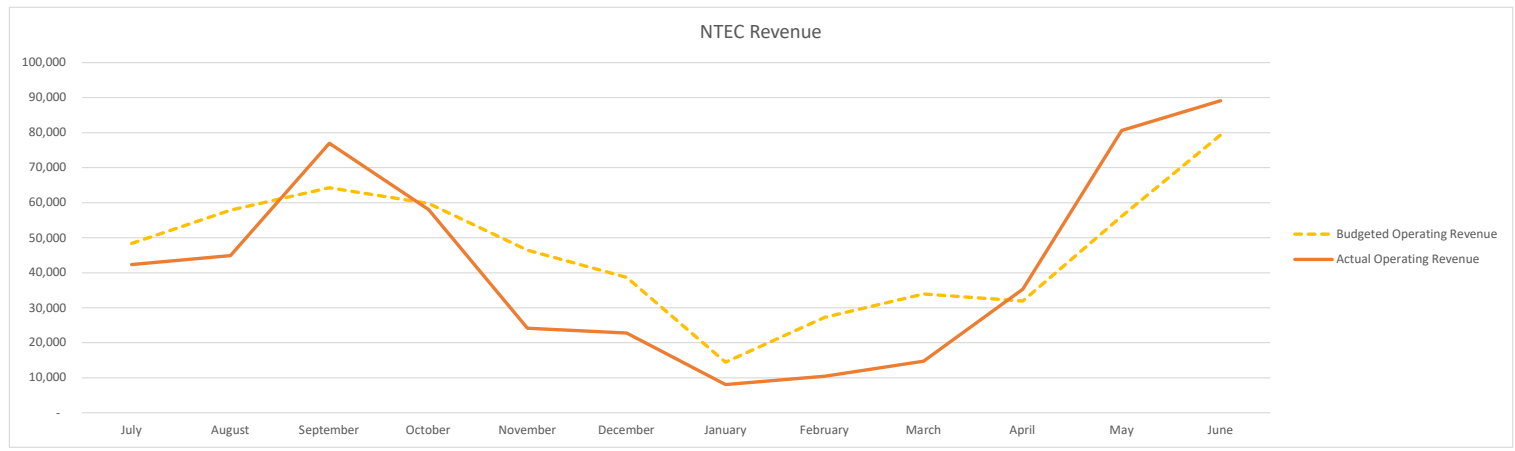
		July	August	September	October	November	December	January	February	March	April	May	June	Total
Revenue														
	Private	31,555	34,935	38,871	31,341	14,558	16,942	2,302	13,316	7,288	9,631	22,603	42,161	265,503
	Corporate	6,970	15,902	11,907	23,206	27,004	17,948	11,262	10,348	20,189	14,804	22,789	22,774	205,103
	Community	3,150	1,106	2,213	1,106	2,656	1,771	-	885	3,542	2,656	4,427	4,426	27,938
Budgeted Total Room Rent		41,675	51,943	52,991	55,653	44,218	36,661	13,564	24,549	31,019	27,091	49,819	69,361	498,544
2025	Private	29,585	22,435	55,880	23,443	12,327	3,690	3,320	500	6,340	19,471	48,040	56,025	281,057
	Corporate	5,000	8,618	10,026	24,078	10,420	10,580	5,210	8,390	8,420	14,010	17,630	20,345	142,727
	Community	-	-	-	1,050	-	5,410	-	1,540	-	-	6,800	1,670	16,470
Actual Total Room Rent		34,585	31,053	65,906	48,571	22,747	19,680	8,530	10,430	14,760	33,481	72,470	78,040	440,254
2026	Private	31,090	71,920	68,210	24,280	24,350	-	-	5,800	-	25,650	10,800	57,000	319,100
	Corporate	9,480	4,860	5,830	10,270	2,010	1,710	-	-	-	-	-	-	34,160
	Community	8,580	670	-	-	4,400	-	-	-	-	-	-	-	13,650
Actual Total Room Rent		49,150	77,450	74,040	34,550	30,760	1,710	-	5,800	-	25,650	10,800	57,000	366,910
2027	Private	20,700	13,300	46,000	15,300	10,700	-	-	-	-	4,500	-	-	110,500
	Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-
	Community	-	-	-	-	-	-	-	-	-	-	-	-	-
Actual Total Room Rent		20,700	13,300	46,000	15,300	10,700	-	-	-	-	4,500	-	-	110,500
# Events														
2025	Budgeted Private	10	9	10	8	1	4	2	4	1	4	7	11	71
	Budgeted Corporate	6	8	9	11	10	7	6	7	10	10	11	10	105
	Budgeted Community	5	1	2	1	3	2	-	1	4	3	5	4	31
		21	18	21	20	14	13	8	12	15	17	23	25	207
2025	Actual Private	8	6	13	6	3	2	1	1	2	5	12	12	71
	Actual Corporate	2	7	8	15	8	4	10	11	8	16	10	12	111
	Actual Community	3	-	-	1	-	8	-	1	-	-	1	1	15
		13	13	21	22	11	14	11	13	10	21	23	25	197
2026	Actual Private	7	13	12	5	6	-	-	1	-	5	2	8	59
	Actual Corporate	8	5	8	10	4	3	-	-	-	-	-	-	38
	Actual Community	1	1	-	1	1	-	-	-	-	-	-	-	4
		16	19	20	16	11	3	-	1	-	5	2	8	101
2027	Actual Private	3	2	6	2	2	-	-	-	-	1	-	-	16
	Actual Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-
	Actual Community	-	-	-	-	-	-	-	-	-	-	-	-	-
		3	2	6	2	2	-	-	-	-	1	-	-	16

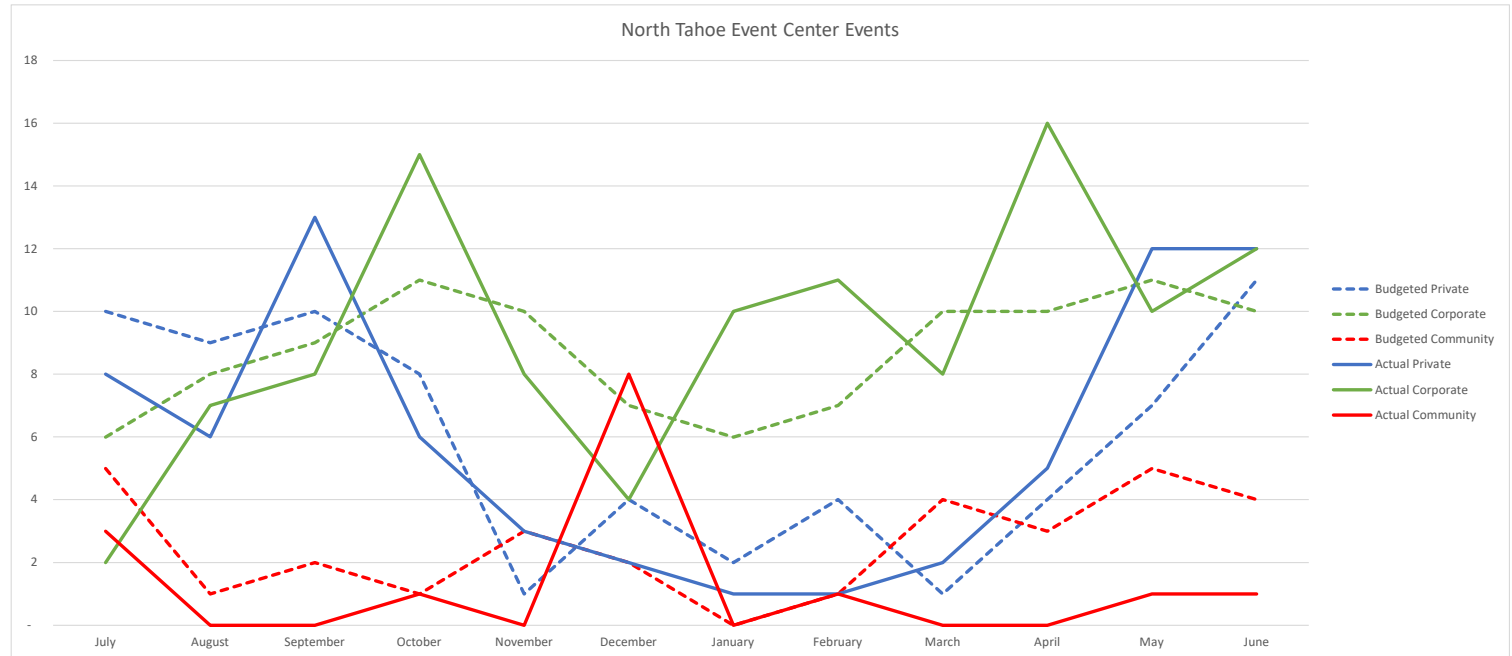


North Tahoe Event Center

FY 2024-25

	July	August	September	October	November	December	January	February	March	April	May	June	Total
Revenue													
Private	31,555	34,935	38,871	31,341	14,558	16,942	2,302	13,316	7,288	9,631	22,603	42,161	265,503
Corporate	6,970	15,902	11,907	23,206	27,004	17,948	11,262	10,348	20,189	14,804	22,789	22,774	205,103
Community	3,150	1,106	2,213	1,106	2,656	1,771	-	885	3,542	2,656	4,427	4,426	27,938
Budgeted Total Room Rent	41,675	51,943	52,991	55,653	44,218	36,661	13,564	24,549	31,019	27,091	49,819	69,361	498,544
Program Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Ancillary Revenue	6,700	5,950	11,300	4,100	2,200	2,050	900	2,700	2,950	4,850	6,300	10,000	60,000
Budgeted Operating Revenue	48,375	57,893	64,291	59,753	46,418	38,711	14,464	27,249	33,969	31,941	56,119	79,361	558,544
Private	29,585	22,435	55,880	23,443	12,327	3,690	3,320	500	6,340	19,471	48,040	56,025	281,057
Corporate	5,000	8,618	10,026	24,078	10,420	10,580	5,210	8,390	8,420	14,010	17,630	20,345	142,727
Community	-	-	-	1,050	-	5,410	-	1,540	-	-	6,800	1,670	16,470
Actual Total Room Rent	34,585	31,053	65,906	48,571	22,747	19,680	8,530	10,430	14,760	33,481	72,470	78,040	440,254
Program Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Ancillary Revenue	7,754	13,876	11,098	9,440	1,391	3,139	(450)	-	-	1,852	8,114	11,107	67,321
Actual Operating Revenue	42,339	44,929	77,004	58,011	24,138	22,819	8,080	10,430	14,760	35,333	80,585	89,147	507,575
Variance to Budget	(6,036)	(12,964)	12,713	(1,742)	(22,280)	(15,892)	(6,384)	(16,819)	(19,209)	3,392	24,466	9,786	(50,969)
# Events													
Budgeted Private	10	9	10	8	1	4	2	4	1	4	7	11	71
Budgeted Corporate	6	8	9	11	10	7	6	7	10	10	11	10	105
Budgeted Community	5	1	2	1	3	2	-	1	4	3	5	4	31
	21	18	21	20	14	13	8	12	15	17	23	25	207
Actual Private	8	6	13	6	3	2	1	1	2	5	12	12	71
Actual Corporate	2	7	8	15	8	4	10	11	8	16	10	12	111
Actual Community	3	-	-	1	-	8	-	1	-	-	1	1	15
	13	13	21	22	11	14	11	13	10	21	23	25	197





* Program & Recreation events reporting to be forthcoming

Capital Outlay

Projects In Process

For the Period Ended June 30, 2025

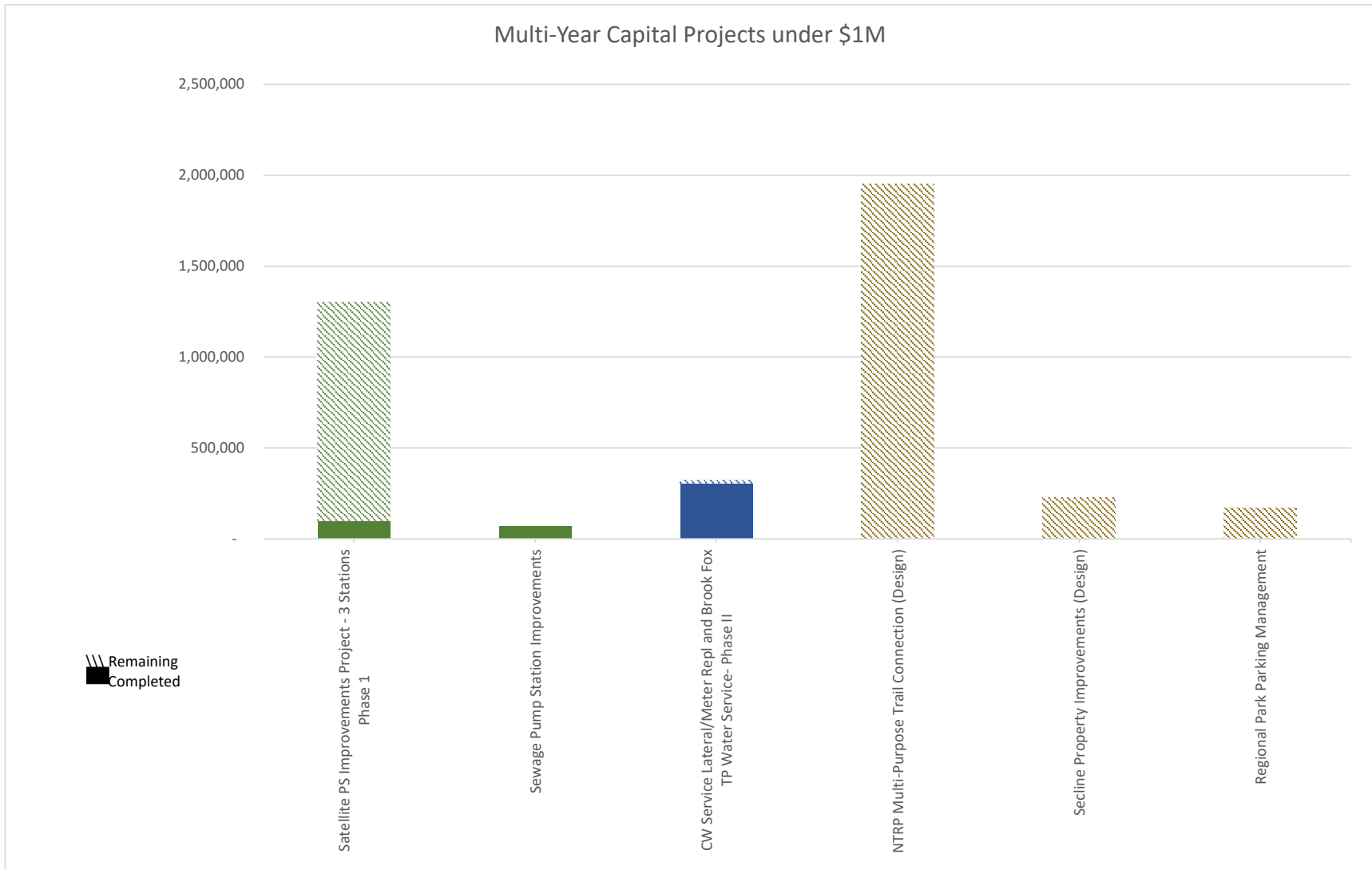
Projects In Process													
For the Period Ended June 30, 2025													
Project Number	Project Description	2025 Adopted Budget	Prior Year Open Project Rollforward	Proposed Budget Adjustment	Total Available Budget	Year To Date			Return to Reserves	C = Complete	G = Grant Funded	Grant Amount	Grant Funding
						Actual	Encumbered	(Over) Under Budget					
Administration & Base													
2501-0000	Base Administration Building Improvements	\$ 25,000	\$ -	\$ -	25,000	\$ 23,525	\$ -	\$ 1,475	1,475	C			
2151-0000	Master Plan: Corporation Yard Layout *	-	184,683	-	184,683	99,052	-	85,631					
2415-0000	Server and Network Equipment Replacement*	-	24,255	-	24,255	7,010	-	17,245	17,245	C			
2515-0000	Server and Network Equipment Replacement	50,000	-	-	50,000	25,004	-	24,996	24,996	C			
2403-0000	Administration Building Roof Improvements **	-	17,012	-	17,012	8,790	-	8,222	8,222	C			
2405-0000	Base Facility Detention Pond Fencing*	-	15,686	-	15,686	31,129	-	(15,443)	(15,443)	C			
2503-0000	Administration Building Roof Improvements	250,000	-	-	250,000	189,159	-	60,841	60,841	C			
2505-0000	Base Area Site Improvements	10,000	-	-	10,000	10,303	-	(303)	(303)	C			
2502-0000	Accounting Department Furniture	20,000	-	-	20,000	-	-	20,000	20,000	C			
Total Administration Purchases		\$ 355,000	\$ 241,636	\$ -	\$ 596,636	\$ 393,972	\$ -	\$ 202,664	\$ 117,033			\$ -	
Fleet													
2430-0000	Truck: 3/4 ton 2500HD 4x4 GMC Sierra (qty 4 left to deliver)*	\$ -	\$ 320,711	\$ -	\$ 320,711	\$ 289,747	\$ -	\$ 30,964	\$ 30,964	C			
2520-0000	Chevy Silverado 1500 (was Portable Water Pump)	60,000	-	-	60,000	57,856	-	2,144	2,144	C			
2521-0000	Compact Loader	180,000	-	-	180,000	149,554	-	30,446	30,446	C			
2522-0000	MultiHog Attachments	15,000	-	-	15,000	11,610	-	3,390	3,390	C			
Total Fleet Purchases		\$ 255,000	\$ 320,711	\$ -	\$ 575,711	\$ 508,767	\$ -	\$ 66,944	\$ 66,944			\$ -	
Wastewater													
Packaged Satellite Sewer Pump Station Improvements Project S-													
2244-0000	1, S-2, N-2, D-2, D-5, S-3*	\$ -	\$ 36,033	\$ -	\$ 36,033	\$ 2,412	-	\$ 33,621	33,621	C			
2540-0000	Lower Lateral CIPP Rehabilitation	70,000	-	-	70,000	53,293	-	16,707	16,707	C			
2441-0000	Sewer Force Main Improvements*	-	25,000	-	25,000	12,943	-	12,057	12,057	C			
2541-0000	Sewer Force Main Improvements	70,000	-	-	70,000	-	-	70,000	70,000	C			
2542-0000	Lower Lateral Replacement	70,000	-	-	70,000	-	-	70,000	70,000	C			
2543-0000	Sewer Collection System Improvements	70,000	-	-	70,000	34,634	-	35,366	35,366	C			
Sewage Export System Inspection/Analysis													
2445-0000	Predesign/Construction **	100,000	143,562	-	243,562	59,968	82,362	101,233					
2446-0000	Satellite PS Rehabilitation Design*	-	81,132	-	81,132	100,052	-	(18,920)					
2549-0000	SCADA Infrastructure Improvements	25,000	-	-	25,000	11,629	-	13,371	13,371	C			
2552-0000	Sewage Pump Station Improvements	60,000	-	-	60,000	70,770	33,040	(43,810)	(43,810)	C			
2550-0021	Pavement Maintenance - Slurry Seal - Wastewater	20,500	-	-	20,500	12,875	-	7,626	7,626	C			
2547-0000	Satellite PS Improvements Project - 3 Stations Phase 1	100,000	-	-	100,000	98,387	88,096	(86,482)					
2548-0000	State Route 28 Adjust Structures - Wastewater	65,000	-	-	65,000	-	-	65,000					
Total Wastewater Purchases		\$ 650,500	\$ 285,727	\$ -	\$ 936,227	\$ 456,962	\$ 203,498	\$ 275,768	\$ 214,937			\$ -	

Capital Outlay

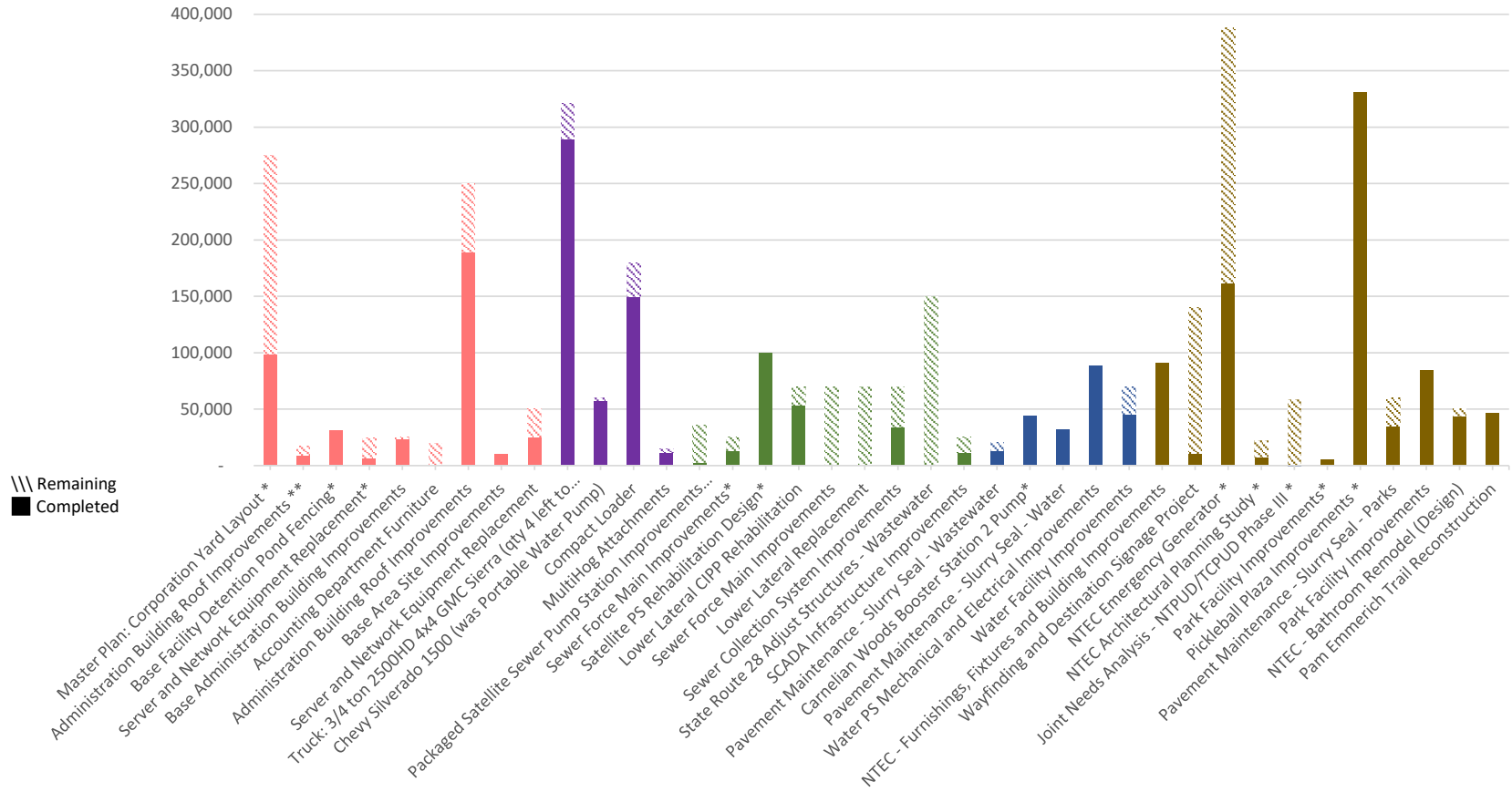
Projects In Process

For the Period Ended June 30, 2025

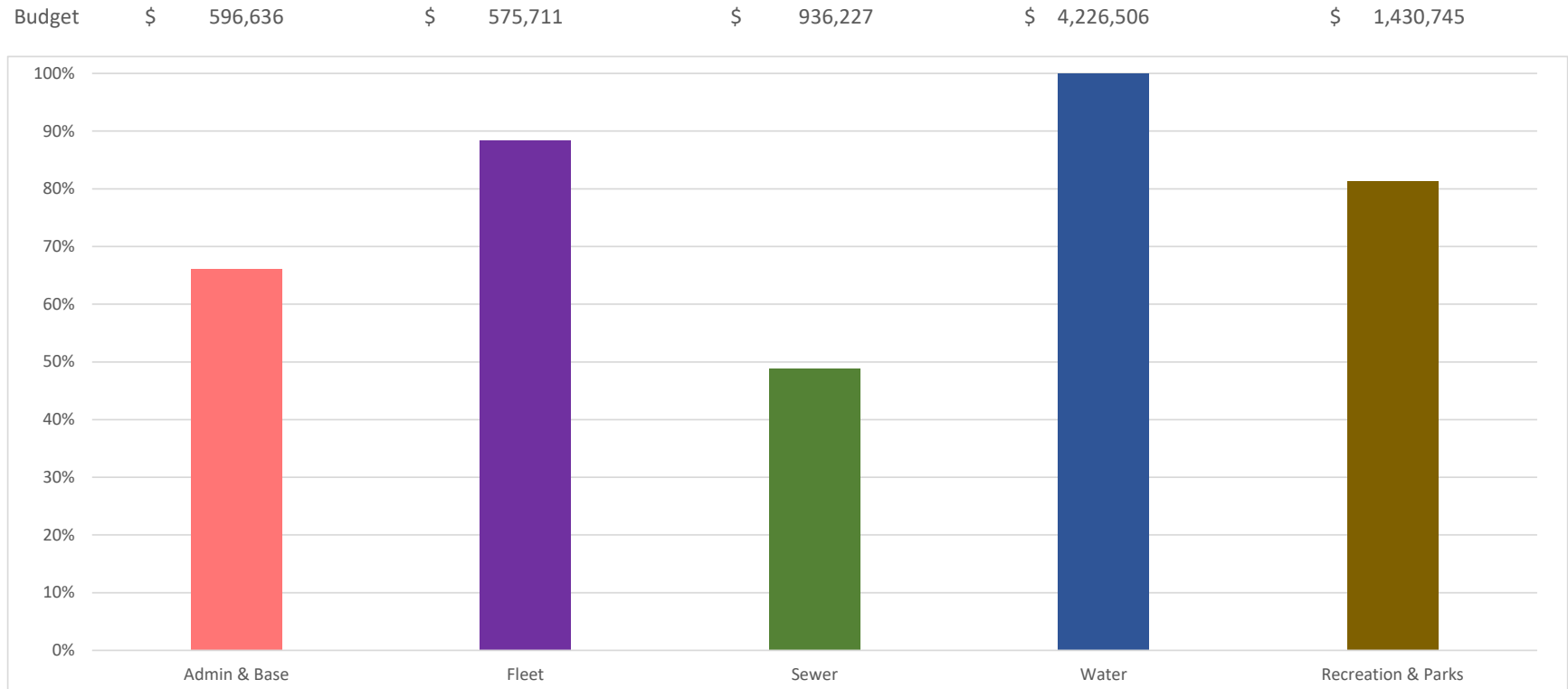
Projects In Process													
For the Period Ended June 30, 2025													
Project Number	Project Description	2025 Adopted Budget	Prior Year Open Project Rollforward	Proposed Budget Adjustment	Total Available Budget	Year To Date			Return to Reserves	C = Complete	G = Grant Funded	Grant Amount	Grant Funding
						Actual	Encumbered	(Over) Under Budget					
Water													
2361-0000	Brockway Drinking Water and Fire Protection Infrastructure*	\$ 2,600,000	\$ 192,426	\$ -	\$ 2,792,426	\$ 2,279,491	\$ -	\$ 512,935	512,935	C	G	743,568	27%
	National Ave Water Treatment Plant Equipment End-of-Life Replacement **	125,000	141,986	-	266,986	257,619	54,714	(45,347)					
2465-0000	Trout Fire Protection Water Infrastructure**	25,000	-	-	25,000	281,162	1,864,680	(2,120,842)					
2570-0000	Water PS Mechanical and Electrical Improvements	70,000	-	-	70,000	88,221	-	(18,221)	(18,221)	C			
2571-0000	Water Facility Improvements	70,000	-	-	70,000	45,945	-	24,055	24,055	C	G	50,000	71%
2550-0031	Pavement Maintenance - Slurry Seal - Water	25,000	-	-	25,000	31,752	-	(6,752)	(6,752)	C			
2562-0000	Smart Metering Infrastructure Improvements**	60,000	-	599,945	659,945	892,786	-	(232,841)			G	500,000	76%
2472-0000	Carnelian Woods Booster Station 2 Pump*	-	(7,851)	-	(7,851)	43,800	-	(51,651)	(51,651)	C			
	CW Service Lateral/Meter Repl and Brook Fox TP Water Service-Phase II	325,000	-	-	325,000	304,387	-	20,613	20,613	C			
2662-0000	Speckled Service Replacements	-	-	-	-	1,343	-	(1,343)					
Total Water Purchases		\$ 3,300,000	\$ 326,561	\$ 599,945	\$ 4,226,506	\$ 4,226,506	\$ 1,919,394	\$ (1,919,395)	\$ 480,979			\$ 1,293,568	
Recreation and Parks													
2481-0000	Joint Needs Analysis - NTPUD/TCPUD Phase III *	\$ -	\$ 58,037	\$ -	\$ 58,037	\$ (697)	\$ 3,178	\$ 55,556	\$ 55,556	C	#		
2040-PLC	Wayfinding and Destination Signage Project	140,000	-	-	140,000	10,782	23,397	105,821			G	69,894	50%
2284-0000	NTEC Architectural Planning Study *	-	21,986	-	21,986	7,284	-	14,702					
2486-0000	Pickleball Plaza Improvements *	300,000	(17,103)	-	282,897	330,510	364,953	(412,566)			G	250,000	88%
2192-0000	NTEC Emergency Generator *	160,000	228,068	-	388,068	161,540	281,710	(55,181)			G	225,000	58%
2590-0000	NTEC - Furnishings, Fixtures and Building Improvements	50,000	-	-	50,000	91,133	-	(41,133)	(41,133)	C			
2482-0000	Park Facility Improvements*	-	(40,243)	-	(40,243)	5,375	-	(45,618)	(45,618)	C			
2582-0000	Park Facility Improvements	80,000	-	-	80,000	84,152	-	(4,152)	(4,152)	C			
2550-0043	Pavement Maintenance - Slurry Seal - Parks	60,000	-	-	60,000	34,726	-	25,274	25,274	C			
2484-0000	NTRP Multi-Purpose Trail Connection (Design)	150,000	-	-	150,000	196,527	8,650	(55,177)			G	1,601,505	1068%
2580-0000	Secline Property Improvements (Design)	120,000	-	-	120,000	101,568	237,815	(219,382)			G	80,000	67%
2581-0000	Regional Park Parking Management	70,000	-	-	70,000	49,902	13,627	6,471					
2591-0000	NTEC - Bathroom Remodel (Design)	50,000	-	-	50,000	43,814	37,352	(31,166)					
2680-0000	Pam Emmerich Trail Reconstruction	-	-	-	-	46,772	127,622	(174,393)					
Total Recreation and Parks Purchases		\$ 1,180,000	\$ 250,745	\$ -	\$ 1,430,745	\$ 1,163,388	\$ 1,098,302	\$ (830,945)	\$ (10,073)			\$ 2,226,399	
* Project carry-over from Prior Year													
** Multi-year encumbrance - on 5 year CIP													
# Non-grant cost reimbursement													
Administration & Base													
		\$ 355,000	\$ 241,636	\$ -	\$ 596,636	\$ 393,972	\$ -	\$ 202,664	\$ 117,033			\$ -	
Fleet		255,000	320,711	-	575,711	508,767	-	66,944	66,944			-	
Wastewater		650,500	285,727	-	936,227	456,962	203,498	275,768	214,937			-	
Water		3,300,000	326,561	599,945	4,226,506	4,226,506	1,919,394	(1,919,395)	480,979			1,293,568	
Recreation and Parks		1,180,000	250,745	-	1,430,745	1,163,388	1,098,302	(830,945)	(10,073)			2,226,399	
Total Capital Expenditures		\$ 5,740,500	\$ 1,425,380	\$ 599,945	\$ 7,765,825	\$ 6,749,594	\$ 3,221,194	\$ (2,204,963)	\$ 869,820			\$ 3,519,967	



FY 24-25 Capital Projects under \$500,000



Capital Projects Expended by Enterprise as % of Current Year Budget for Enterprise





NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025

ITEM: G-1

FROM: Recreation, Parks, and Facilities Department

SUBJECT: Discuss the Commissioners' and Alternate Commissioners' Intent to Serve a 3-year term beginning in 2026 and Possibly Make a Recommendation of Appointment to the Board of Directors

RECOMMENDATION:

That the Commissioners discuss their intent to serve another 3-year term on the NTPUD Recreation and Parks Commission, beginning in 2026, as well as possibly make a formal recommendation to the Board of Directors to fill vacant seats.

DISCUSSION:

The Recreation and Parks Commissioners serve a term of three (3) years, staggered so that the entire Commission does not "term out" in the same year. This December, there will be openings for two (2) Commissioners and two (2) Alternate Commissioners.

The Commissioners whose terms expire this year are: Sean O'Brien and Ed Rudloff.

The Alternate Commissioners whose terms expire this year are: Sarah Lagano and Kirk Misiewicz. The incumbent Alternate Commissioners did not serve a full 3-year term because they both filled a vacant position mid-term.

The purpose of this agenda item is two-fold. First, each member with an expiring seat will be asked to express their intent to continue to serve or their intent to step down. Second, depending on the incumbent Commissioners and Alternate Commissioners' intent to continue to serve, the Commission should consider making a recommendation to (a) reappoint the interested incumbents and/or (b) direct staff to recruit for any vacant positions. These recommendations will be presented to the Board at their September regular meeting.

ATTACHMENTS: NTPUD Recreation and Parks Commission Roster

REVIEW TRACKING:

Submitted By: Amanda Conk
Amanda Conk
Recreation, Parks, and Facilities Manager

Approved By: Bradley A. Johnson
Bradley A. Johnson, P.E.
General Manager/CEO

**NORTH TAHOE PUBLIC UTILITY DISTRICT
RECREATION AND PARKS COMMISSION
2025**

CURRENT TERM (Through 12/31)	NAME	EMAIL ADDRESS	NOTES
2025-2027	Michael Stoltzman, Chair	mstoltzman@ntpud.org	
2023-2025	Sean O'Brien Vice Chair	sobrien@ntpud.org	
2025-2027	Ingrid Heggen, Commissioner	iheggen@ntpud.org	
2025-2027	Nancy Williams Commissioner	nwilliams@ntpud.org	
2023-2025	Ed Rudloff, Commissioner	erudloff@ntpud.org	
2023-2025	Sarah Lagano Alternate Commissioner	slagano@ntpud.org	
2023-2025	Kirk Misiewicz Alternate Commissioner	Commissionerkirk@ntpud.org	
2025-2026	Student	vacant	
2025-2026	Student	vacant	



NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: August 28, 2025 **ITEM:** G-2

FROM: Recreation, Parks, and Facilities Department

SUBJECT: Receive Presentation and Provide Recommendation on the Dixon Resources Unlimited Parking Technology Roadmap

RECOMMENDATION:

Receive a presentation on the Dixon Resources Unlimited Parking Technology Roadmap and provide a recommendation on the future of parking management at North Tahoe Regional Park and Tahoe Vista Recreation Area.

DISCUSSION:

As identified in the NTPUD five-year strategic plan, an assessment of the paid parking program at North Tahoe Regional Park has been a priority of the District. As a reflection of this priority, year one and year two of the five-year Capital Plan have funds allocated to a parking management study (year one) and potential infrastructure implementation (year two). In August of 2024, the District signed a contract with Dixon Resources Unlimited (Dixon), a municipal parking consultant. In early 2025, both the Recreation Commission (February) and Board of Directors (March) were presented with an *Operational Needs Assessment*.

The *Operational Needs Assessment* identified that NTPUD could implement a comprehensive parking strategy that incorporates mobile pay, kiosk, and credit card payments and, through a partnership with Placer County, eventual citation enforcement of non-paying Park visitors. In general, both Commissioners and Directors were supportive of a phased-in approach to parking management, specifically focusing on implementing the technology surrounding self-pay kiosks, license plate reading, text and app-based payment, with the ability to incorporate flex-pricing and free-parking for some.

During initial conversations, there was also significant concern regarding who would be charged, what the fees would be, and when the pricing would be enforced. There was also significant discussion around addressing “non-resident locals” while moving into the 21st century with payment options. Overall, Commissioners and the Board were less interested in enforcement and greatly interested in the benefits of the technology implementation but with an eye for the overall cost of the program. Dixon assured staff that a combination of features (technology) could be turned “off” or “on” to provide NTPUD with the ability to whitelist vehicles, adjust prices, and meet peak demands, all while simplifying the Resident Parking Pass distribution and enforcement. The result of this conversation resulted in the NTPUD *Parking Technology Roadmap*.

The *Technology Roadmap* identifies the different types of technology that would be necessary to accomplish each District objective and what the associated cost would be for the specific piece of technology. Additionally, the *Roadmap* breaks down the recommendations into identified Tiers, with the ability to phase in different technology to achieve specific goals.

Today, Commissioners will receive a presentation from Dixon regarding the *Technology Roadmap* as well as Dixon's recommended next steps. Staff is looking for the Commissioners' recommendation on how to implement the Roadmap, which features should be implemented, and at what time interval.

FISCAL ANALYSIS:

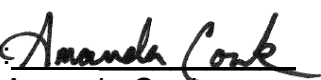
Several different options are presented in this memo on financial implications. There will be both capital costs as well as ongoing annual costs paired with an estimated increase in revenue depending on the alternatives selected.

STRATEGIC PLAN ALIGNMENT:

Goal 2: Provide high-quality community-driven recreation opportunities and event facilities – Objective D: Utilize the North Tahoe Regional Park as a community asset for passive and active recreation – Tactic 4: Assess paid parking improvements to enhance revenue capture and data collection from our non-CFD users.

ATTACHMENTS: Parking Technology Roadmap Memorandum

REVIEW TRACKING:

Submitted By: 

Amanda Conk

Recreation, Parks, and Facilities Manager

Approved By: 

Bradley A. Johnson, P.E.

General Manager/CEO

Parking Technology Roadmap

North Tahoe Public Utility District

Prepared by
Dixon Resources Unlimited
August 21, 2025

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Introduction

Purpose

The Parking Technology Roadmap (Roadmap) was developed by Dixon Resources Unlimited (DIXON) for the North Tahoe Public Utility District (NTPUD) to evaluate opportunities for modernizing paid parking technology and pricing models at North Tahoe Regional Park (NTRP) and the Tahoe Vista Recreation Area (TVRA) parking lot.

This Roadmap builds on the Operational Needs Assessment Memorandum (Memo) delivered on January 14, 2025, which outlines existing conditions and opportunities to improve paid parking operations. Guided by input from NTPUD staff, the Recreation & Parks Commission (Commission), and the Board of Directors (Board), this Roadmap focuses on the following goals:

- **Modernize the parking infrastructure** by replacing the iron ranger system with user-friendly pay stations and widely-used mobile payment options.
- **Simplify financial reconciliation** by enabling credit card payments in all scenarios, eliminating the honor-based system, and minimizing manual cash-handling processes.
- **Improve accessibility** with rightsized parking rate structures that support equitable parks access for all key user groups.

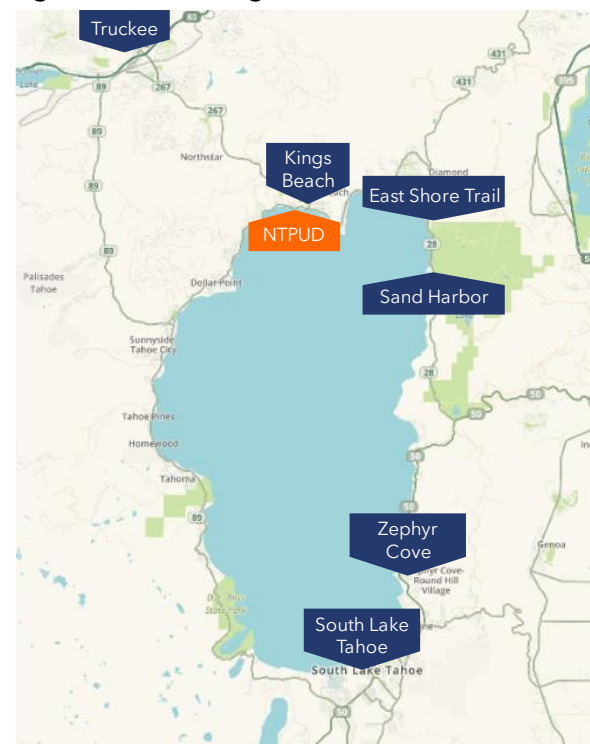
This Roadmap presents recommended technology options, pricing models, and key implementation steps to guide NTPUD's planning for 2026 and beyond. These recommendations reflect industry best practices, incorporate DIXON's ongoing industry involvement, align with Basin-wide initiatives, and are tailored to NTPUD's specific needs and goals. Appendix A includes an implementation checklist for the first phase of this Roadmap.

Background

Agencies across California and the U.S. are increasingly adopting paid parking at recreational destinations, particularly in tourism-heavy areas. In the Tahoe Basin, paid parking already exists in Zephyr Cove, the East Shore Trail, the City of South Lake Tahoe, and the Town of Truckee; a reservation-based system at Sand Harbor; and a pilot program in Kings Beach. The Tahoe Transportation District introduced the "Park Tahoe" initiative to create a modern, consistent parking experience across the region.

It is generally uncommon for regional parks in California to charge parking fees unless they are in high-demand or environmentally sensitive

Figure 1. Paid Parking Sites in Lake Tahoe Basin



areas. However, North Tahoe Regional Park has charged for parking since 1992. The paid parking system has seen minimal changes since its inception with the exception of winter peak rates added in December 2023.

In 2024, NTPUD contracted with DIXON to conduct an operational needs assessment to evaluate existing conditions and opportunities to optimize paid parking at NTRP and TVRA. Key insights included:

- There is high demand during winters at NTRP sledding areas and during summers at both sites due to recreation, events, and peak tourism.
- Iron rangers are an outdated payment system that causes low compliance and potential revenue loss. NTPUD can modernize the paid parking approach and improve efficiency and accuracy.
- NTPUD residents, which includes households that contribute to the Community Facilities District (CFD), receive free parking passes that NTPUD staff manage manually. This process can be automated to reduce staff time and increase convenience for residents.
- Non-resident locals, which includes those who live in North Lake Tahoe but are not contributors to the Community Facilities District (CFD), are not eligible for free parking passes and can be known to bypass payment. NTPUD is interested in improving staff's ability to educate and ensure compliance.
- Enforcement is difficult, and current operations lack mechanisms to accurately assess compliance. Modern parking technology provides ways to automate and simplify this approach.
- Collecting parking utilization and visitation data would allow NTPUD to further implement demand-based pricing and assess seasonal impacts.
- Infrastructure limitations include poor signage, limited wayfinding, and connectivity concerns that affect system reliability and user experience.

DIXON developed this Roadmap based on stakeholder input to outline recommended technology and pricing options, summarize the proposed implementation timeline, and present projected revenues and costs to inform future decisions. The recommendations draw on industry best practices, regional parking initiatives, and insights from a vendor demonstration attended by NTPUD staff.

About DIXON

DIXON is a California-based consulting firm specializing in parking and mobility strategies for public agencies. Known as "Parking Coaches," DIXON provides a broad range of services, including operational analysis, policy development, stakeholder engagement, and support for procuring and implementing parking technologies. The firm maintains close ties to national parking trends and helps agencies stay current with evolving technologies and best practices.

DIXON has experience working with agencies across the Tahoe Basin and nearby regions, including Placer County, Douglas County, the Tahoe Transportation District, the City of South Lake Tahoe, the Town of Truckee, and the City of Reno. These engagements have involved launching new paid parking programs, implementing modern technology systems, and leading outreach efforts tailored to the region's tourism-driven challenges. DIXON combines this local experience with national expertise to deliver recommendations grounded in best practices and responsive to each agency's unique context.

Proposed Implementation Timeline

Based on input from the Commission, Board, and NTPUD staff, DIXON recommends a phased, multi-year approach to implementing paid parking system changes:

Years 1-2: Technology Implementation

- Replace the iron ranger system with modern pay stations and mobile payment options.
- Deploy staff as parking ambassadors to educate visitors and encourage compliance.
- Install signage to improve user understanding and wayfinding.
- Collect data on parking utilization and visitor behavior to establish a performance baseline.
- Develop tailored policies for different user groups.

Years 3-4: Policy Changes

- Assess potential policy and operational changes using data collected in Years 1-2.
- Consider expanding demand-based pricing.
- Refine policies as needed.
- Review compliance and enforcement strategies.

Technology Roadmap

The Memo recommended that NTPUD transition from its honor-based “pay and display” system to a more automated, license plate-based approach that has become the industry norm. This approach strongly supports NTPUD’s goals while also aligning the program with other parking management efforts around the Tahoe Basin. This section explains the technology components, key considerations, and implementation steps associated with transitioning to a **plate-based system**.

What is the difference between “Pay and Display” and “Pay by Plate”?

In a “Pay and Display” system, drivers pay for parking and place a receipt on their vehicle’s dashboard as proof of payment. Enforcement staff must check each vehicle visually to confirm compliance.

In a “Pay by Plate” system, drivers enter their license plate number when paying for a parking session. There’s no need to print and display a receipt. Enforcement staff can then use license plate recognition (LPR) technology to scan plates and identify violations automatically.

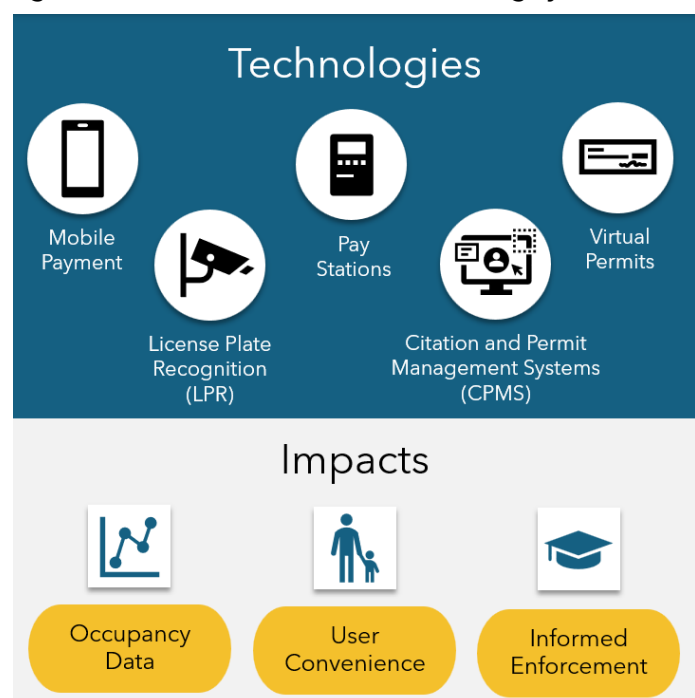
Components of a Plate-Based System

A plate-based parking system involves a set of industry-standard technology, representing a leap in modernization for NTPUD. Every technology component shall have the ability to associate valid parking sessions with a license plate number, which becomes the unique identifier shared between technologies.

On the customer-facing end, technology includes **pay stations**, **mobile payment options**, and **permit management systems** that allow drivers to validate their parking sessions. The transaction data is shared in real time with enforcement technology, which can include **LPR cameras** and **citation management systems**. Data about active, valid parking transactions feeds into LPR cameras, which automatically identify vehicles in violation. The system then alerts enforcement staff, allowing them to take appropriate action, such as issuing a warning or citation. However, since NTPUD does not have the authority to issue parking citations, alternative compliance options are described below.

For NTPUD, the transition to a plate-based system would result in the following key transformations:

Figure 2. Illustration of a Plate-Based Parking System



- New paid parking technology would add the ability to accept credit cards and mobile payments without needing staffing at the entry of NTRP.
- The current physical parking passes will become virtual through a Permit Management System (PMS), which significantly reduces administrative burden.

Besides improvements to operations and user experience, the proposed plate-based system also helps collect visitation data, such as occupancy counts, length of stay, and returning visitors. This data can be used to inform future parking management decisions (such as policies or pricing) and support grant applications where such numbers are valuable.

To facilitate this transition, NTPUD will need to implement a robust public outreach plan and tailor the communications approach to each user group (youth sports, tournaments, tourists, residents, and non-resident locals).

Paid Parking Technology

A tailored variety of payment options allows for maximum accessibility and convenience for users of paid parking. The industry standard combines mobile payment apps, Pay-by-Text, and pay stations, which are already standard technology throughout the Tahoe basin. A parking validation system is also recommended to support concessionaire operations.

Pay Stations

Compared to iron rangers, pay stations encourage a much higher rate of compliance with parking rules. They can integrate with LPR cameras, Permit Management Systems, and other technology to validate parking sessions. Furthermore, most pay station vendors provide additional services such as customized branding, user-friendly screens, and parking validations. Pay stations are the standard physical payment method at modern parking programs around Lake Tahoe. DIXON recommends pay stations that accept bank cards (e.g., credit cards and debit cards with chip insert and contactless functionality) with the option to accept bills. This would improve customer payment access and operational accountability while ensuring compliance with NTPUD's legal requirement to provide a cash payment option. Finally, pay stations provide valuable transaction data, providing insights into seasonality and the impacts of policy changes.

Figure 3. Pay Station in Kings Beach, CA



In the Memo, DIXON recommended that NTPUD install at least four (4) pay stations within the NTRP area, potentially doubling that count in the future based on an evaluation of payment method usage. DIXON also recommends one (1) pay station within TVRA. Iron rangers at both locations should be removed. It is also recommended to purchase additional stock to fill in any additional locations and provide spare parts for ongoing operations.

Mobile Payment

Mobile payment is another critical, industry-standard payment technology. Municipalities worldwide have implemented app-based payments to provide an efficient way to pay via

smartphone. Using an app reduces reliance on hardware, thus allowing NTPUD to purchase fewer pay stations by offering this payment option. Apps are provided as a service from a vendor, requiring no additional infrastructure. They can also support enhanced functionality, such as parking validations and reservations.

Pay-by-Text

Most mobile payment application vendors also provide a Pay-by-Text option. This functionality allows customers to pay by texting a listed number rather than downloading an app. Using Pay-by-Text further reduces reliance on hardware and offers more convenience. Like mobile payment apps, no additional technology or hardware is required beyond adding new signs.

To simplify the technology ecosystem, NTPUD could procure all aforementioned payment options from the same vendor. Agencies can release a single Request For Proposals (RFP), sole-source, piggyback off a comparable contract, or leverage cooperative agreements.

Parking Validation System

Validations support the patronage of local businesses and vendors in an area with paid parking. For NTPUD, a parking validation system would support concessionaire operations. For example, Tahoe Treetop Adventures Park currently requires users to print and place the reservation confirmation on the vehicle dashboard. Given that Tahoe Treetop Adventures Park and Tahoe Adventure Company customers make advanced reservations and are not required to pay for parking on-site, here are three potential parking validation approaches:

	Code In Advance	Code at Business	License Plate
Details	<p>Customer receives a parking validation code upon making the online activity reservation, by email as part of their booking confirmation.</p> <p>Upon parking in NTRP, the customer would enter the code in the pay station or on a mobile payment option to unlock a free parking session.</p>	<p>Customer arrives at concessionaire. The check-in desk provides the customer with a validation code.</p> <p>Customer then returns to the parking lot to enter the validation code into a pay station or on a mobile payment option to unlock a free parking session.</p>	<p>Customer parks in NTRP and sees a sign asking them to remember their license plate number.</p> <p>Customer provides their license plate number at the activity check-in desk. The concessionaire employee enters the plate number into a system to activate a valid free parking session.</p>
Pros	<ul style="list-style-type: none"> • Integrates best with current user flow. • Least impact on concessionaire check-in desk operations. 	<ul style="list-style-type: none"> • Easiest to track distribution of codes. 	<ul style="list-style-type: none"> • Easiest for customers. • No need to track distribution of codes. • Paperless solution.
Cons	<ul style="list-style-type: none"> • Poor on-site internet connection may hinder access to code. • Requires internal process to track codes. 	<ul style="list-style-type: none"> • Customer must return to the parking lot to enter code. • Requires papers for distributing the codes. 	<ul style="list-style-type: none"> • Requires signage to remember the license plate number. • Requires training for concessionaire employees.

NTPUD staff have initiated discussions with Tahoe Treetop Adventure Parks and will engage with Tahoe Adventure Company to assess the impacts of paid parking technology and determine the most operationally compatible approach. Staff will continue coordinating with concessionaires to finalize implementation.

Permit Management System

NTPUD provides two free parking passes per resident household, which includes properties in Kings Beach, Tahoe Vista, and select areas of Tahoe City. Non-resident locals and CFD households requiring additional passes may purchase them. In a plate-based system, paper passes would be replaced with virtual passes linked to license plates, eliminating the need to mail or manage physical decals. Customers could manage their passes online, with options for digital payment and automatic renewal.

With the implementation of new paid parking technology, employee vehicles will need to be exempt from parking fees at NTPUD facilities. These exemptions can be managed through a PMS or, alternatively, through a workaround in the parking validation system.

Below are two options for managing free NTPUD resident passes, paid non-resident local passes, and employee vehicle access in a plate-based system.¹ DIXON recommends Option 1 as it most easily accommodates employee vehicles, while Option 2 may also be an alternative.

Option 1: Permit Management System

This feature is available with most paid parking systems or as a standalone solution. DIXON recommends choosing a vendor with an integrated PMS to simplify operations. A PMS provides an online portal where users can purchase, renew, and manage their passes. It reduces administrative burden for NTPUD staff and supports rolling annual passes, avoiding mass renewal periods. The process for managing passes for NTPUD residents and non-resident locals is as follows:

NTPUD Residents	Non-Resident Locals
1. NTPUD sends communications to NTPUD residents with instructions to register their vehicle(s) for their free NTRP passes.	1. NTPUD provides a link to the online portal on their website.
2. The NTPUD resident goes to an online portal and uploads documentation verifying their residential address and CFD status. This could be the property tax bill for homeowners, or a copy of the leasing agreement for long-term tenants. They enter in the license plate number(s) of the vehicle(s) that the free parking benefit should apply to.	2. The purchaser follows instructions on the online portal to buy their pass(es). The online portal will ask for the license plate of the vehicle the pass shall apply to, indicate any terms of purchase, and collect payment. The pass is active from the moment that payment has been made.

¹ It is also possible for a list of authorized plates to be entered into a citation management system and receive an exemption from paid parking regulations; however, as NTPUD does not have the authority to issue citations or need to procure a citation management system, this method is not applicable.

<p>3. NTPUD reviews and either approves or declines applications. If the application is approved, the NTPUD resident receives a notification that the pass(es) are activated. If the application is declined, the NTPUD resident receives notice of why the application was declined and an opportunity to upload correct documentation.</p> <p>4. The NTPUD resident will receive an annual renewal notice, requiring submission of updated documentation for reverification. This renewal cycle will align with the CFD payment cycle.</p>	<p>3. The passholder receives a notification prior to pass expiration, prompting them to renew their pass for another year if they wish. NTPUD can determine the number of days prior to expiration when this notification is sent.</p>
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This option offers NTPUD staff flexibility through the following additional controls:

- Ability to change the pass renewal period from two years to one year. This will better align pass revenues with the operating year.
- Flexibility to adjust the number of vehicles per household that can receive the parking benefit. Currently, each household is limited to two complimentary passes.
- Ability to set rolling renewal dates for passes such that a non-resident local pass purchased in June would expire 12 months later, as opposed to at the end of the calendar year. This improves the value for the pass purchaser.
- Flexibility for passholders to self-manage their passes and request to update the license plate(s) associated with their benefits. Staff may review or auto-approve these updates according to policy, providing a more convenient alternative to decal replacement when a resident changes vehicles.

For employee vehicles, NTPUD staff can create a dedicated employee pass type in the PMS and register work vehicle license plates in the system backend. This would allow the paid parking and enforcement systems to recognize these vehicles as having valid parking sessions, similar to NTPUD resident passes. Staff would be responsible for updating license plate records as vehicles change. To maintain accuracy, employee passes should expire annually, preferably on a uniform renewal date, to ensure the system remains current.

Option 2: Scanning ZIP Codes on Driver's Licenses

This option is made available through paid parking technology. Drivers would scan their driver's license at the pay station or on the mobile payment app in order to unlock the NTPUD resident benefit of free parking. All driver's licenses featuring ZIP codes 96143 for Kings Beach, 96148 for Tahoe Vista, and 96145 for Tahoe City would unlock discounted or free parking. All other drivers will need to pay the posted rate for parking.

While this solution would be much more streamlined than Option A, there are several limitations and considerations for implementation:

- All Tahoe City households would receive the free parking benefit, despite some households not being contributors to the CFD.
- Second homeowners may not have their Tahoe-based ZIP code on their driver's license. Those who fall into this category would likely need to register for a pass, which would require NTPUD to still procure a PMS.
- This feature is not widely available, so NTPUD would need to verify with vendors.

For employee vehicles, this option is less efficient as it requires the driver to have a license with a local ZIP code and to start a parking session each time they park at an NTPUD facility. This increases the risk of erroneous citations if enforcement is active and takes time away from work duties. If this option is selected, DIXON recommends instead providing employees with a code through the parking validation system.

License Plate Recognition (LPR) Cameras

LPR cameras are primarily used in parking to support enforcement efforts which in turn encourages ongoing compliance. They continuously and automatically capture license plates and can match it to data from paid parking transactions and the PMS to identify whether a vehicle has a valid parking session. They can also integrate with citation management tools and send parking violation alerts to staff. Many agencies leverage LPR to identify hotlist vehicles, notifying staff of the presence of scofflaws or stolen vehicles. LPR cameras are typically installed in one of two ways: fixed-mount (stationary cameras placed at the ingress/egress of parking lots or garages) or vehicle-mounted (cameras installed on parking enforcement vehicles).

LPR technology offers a low-cost way to collect continuous parking data. It provides detailed insights into occupancy, turnover, and visitation that NTPUD currently does not capture. When combined with benchmarks like the industry-standard 85% occupancy rate, agencies can use these insights to make data-driven decisions about parking rates, hours, policies, and more. This data can support programming, resource allocation, and grant-writing.

For NTPUD, DIXON recommends installing fixed amount LPR cameras at both the NTRP and TVRA locations. This would require two (2) cameras per location: one pointing at the ingress and one pointing at the egress. NTPUD should consult the paid parking technology vendor for fixed LPR vendors with an existing integration. Once the LPR cameras are installed, DIXON encourages NTPUD to develop an ongoing practice of evaluating parking utilization data

What is the industry-standard benchmark for parking occupancy rate?

In most cases, 85% is considered to be the ideal parking occupancy rate. For example, in a parking lot with 20 parking spaces, this suggests that approximately three spaces are available at any given time. This benchmark ensures that there is always parking available while maintaining a high utilization of the parking inventory. To achieve this, the agency can review utilization insights continuously and make parking rate and policy changes as needed to calibrate to the 85% occupancy rate. At recreational areas like NTPUD's properties where all-day parking is common, it is not advised to change rates too frequently or with too little notice so visitors can plan ahead.

ahead of making future policy and rate changes.

Supplemental Components

The following components are intended to support the technology system described above or provide additional options for NTPUD's consideration.

Connectivity

Similar to other destinations around Lake Tahoe, NTPUD experiences limited network connectivity on peak days. This can affect pay station performance and mobile payment options, as both require internet connection. This concern was brought up during a paid parking vendor demonstration and resulted in the following options for further exploration:

- **Cellular network provider:** Paid parking technology can operate on whichever cellular network the agency specifies. Therefore, NTPUD can determine the best cellular network to use per location. NTPUD could also evaluate vendors that offer a dual-SIM approach, which allows the pay station to switch to a secondary cellular network whenever bandwidth is low on the primary network.
- **Satellite Internet:** Other agencies in the Tahoe Basin are considering the use of Starlink or similar services to provide internet in low-network areas.
- **Ethernet:** NTPUD could run ethernet cables to the pay stations to ensure there is a dependable, wired connection.
- **Wi-Fi hotspots:** As mentioned in the Memo, NTPUD could install directional Wi-Fi access points and repeaters to create temporary hotspots that allow the public time-limited internet access in order to complete mobile payment transactions.

Figure 4. Sample Paid Parking Signage



Compliance Approach

The Commission, Board, and NTPUD staff have prioritized education and ambassadorship as the primary methods for encouraging compliance. In line with this direction, DIXON recommends a Parking Ambassador approach. Uniformed NTPUD staff would patrol parking lots, offering visible presence and friendly assistance with the use of paid parking technology. On peak days, DIXON recommends assigning two (2) Parking Ambassadors to NTRP and one (1) to TVRA. The following activities are advised as part of this approach:

- **Extensive Outreach Plan:** To educate visitors before they arrive, NTPUD can use email campaigns, social media, website updates, press releases, and posters or flyers placed in strategic locations. Onsite, NTPUD can install permanent signage to explain paid parking regulations and payment methods. Temporary signage (e.g., A-frames) at entrances can reinforce key messages such as "Remember Your License Plate," "Park then Pay," and "Paid Parking Required."

- **Issuing Warnings without an LPR system:** The paid parking system records all license plates with active sessions and provides a “compliance web portal” displaying a list of all license plates with valid sessions. Parking Ambassadors can view the compliance web portal on a tablet as they walk the lot, input every individual license plate number, and check whether it is on the list of valid parking sessions. If it is not, the Parking Ambassadors can leave warnings and/or educational flyers on windshields. Figure 5 shows an example of an educational flyer that was used in Placer County. The compliance webpage will not automatically notify staff of non-compliance.

Figure 5. Sample Educational Parking Flyer



- **Issuing Warnings with an LPR system:** Fixed LPR cameras can integrate with paid parking and PMS technology to improve the efficiency of compliance checks by generating a list of vehicles in the facility without a valid parking session. Parking Ambassadors can view the list of non-compliant license plates in the LPR web portal and specifically search for these vehicles while walking the lot. This is more efficient for the Parking Ambassador as they will not need to input every single license plate into the system to verify if it has a valid parking session or not before issuing warning notices. Parking Ambassadors can also search for a license plate to view its payment status and details, providing context that helps assess the severity of a violation and determine whether to issue a warning, provide an educational flyer, or take further action.
- **Issuing Warnings with a citation issuance application:** DIXON recommends that NTPUD track issued warnings to collect valuable data on program compliance. This data could help staff identify license plates that most frequently violate regulations, as well as trends and periods of peak non-compliance. NTPUD can utilize a citation management system (CMS) with a citation issuance application installed on a mobile device, enabling Ambassadors to scan or manually enter license plates in the field. The software would integrate with fixed LPR, paid parking, and PMS technology to verify whether a vehicle has a valid parking session, eliminating the need to consult the compliance web portal. The Parking Ambassador could then issue a warning to non-compliant vehicles. To access this solution, NTPUD could work with Placer County to leverage its existing agreement with a CMS vendor, potentially contributing financially for access. Alternatively, NTPUD could procure its own CMS; however, since CMS vendors primarily process citations and NTPUD would not be issuing any for at least the first two years, this approach would be unusual and would require pricing discussions with potential vendors.

To further boost compliance, NTPUD could layer a **formal enforcement partnership** on top of the Parking Ambassador approach. This long-term option involves partnering with Placer County to issue citations for violations on NTPUD property, providing an added level of

enforcement beyond education and warnings. Placer County has the authority to issue citations and access to a CMS that allows for more automation and efficiency in the process of identifying non-compliant vehicles. This approach would function as follows:

- **Interagency Agreement:** NTPUD and Placer County would establish an agreement outlining the enforcement schedule, including parameters like patrol frequency, times of day, and peak periods at NTRP and TVRA. The terms should also cover responsibilities and financial provisions.
- **Citation Issuance:** A Parking Enforcement Officer (PEO) from Placer County would patrol the sites in a vehicle equipped with LPR cameras. As the PEO drives through the lot, the LPR system identifies vehicles in violation. The PEO then exits the vehicle to issue citations.
- **Citation Processing:** Placer County would manage the full citation and adjudication process, including customer service. A financial provision would need to be mutually agreed to, for example, NTPUD could retain 100% of the paid parking revenue, while Placer County could retain 100% of citation revenue.

Parking Analytics Platform

NTPUD should implement more robust data collection to fully understand parking utilization and visitation patterns. With adequate data collection, parking analytics platforms can be a powerful tool to identify key performance metrics such as the occupancy rate, length of stay, parker profiles, and pass usage rate. These insights will enable staff to make informed policy and pricing decisions based on supply and demand. For example, if data show consistently low demand on Mondays, staff could adjust future rates to lower prices on that day during the annual rate review.

A parking analytics platform would display information visually in maps, charts, and/or tables (see Figure 6). Parking data can then be broken down by filter options such as date, time, day of the week, and regulation type. Analytics platforms are also highly interactive, allowing ongoing comparison and evaluation of data.

For NTPUD, fixed LPR cameras mounted at the ingress and egress of parking lots would collect data, including the license plate, entry and exit time stamps, and be able to identify daily and weekly parkers.

Figure 6. Sample Data Tables for Occupancy (left) and Length of Stay (right)

Day of the Week	Morning	Afternoon	Evening	Average	Day of the Week	0-3 hrs	3-6 hrs	6-9 hrs	9-12 hrs	Total
☐ Sunday	48%	65%	45%	55%	☐ Sunday	50%	40%	10%	0%	100%
☐ Monday	45%	58%	43%	51%	☐ Monday	47%	40%	12%	2%	100%
☐ Tuesday	43%	53%	42%	48%	☐ Tuesday	55%	36%	8%	1%	100%
☐ Wednesday	48%	55%	47%	52%	☐ Wednesday	47%	46%	7%	0%	100%
☐ Thursday	42%	54%	44%	47%	☐ Thursday	58%	32%	8%	2%	100%
☐ Friday	58%	64%	55%	61%	☐ Friday	49%	41%	9%	0%	100%
☐ Saturday	57%	66%	53%	61%	☐ Saturday	50%	39%	11%	0%	100%
Average	48%	58%	46%	53%	Total	51%	38%	9%	1%	100%

Parking Reservations System

Parking reservations can be an effective tool for both encouraging the use of paid parking and improving the parking experience at very high-demand locations. Several major paid parking technology vendors support this functionality. It is also possible to make parking reservations directly through an agency's website—for example, a driver can make a parking reservation at Sand Harbor on the Nevada State Parks website.

NTPUD could also use parking reservations as a form of pre-payment, rather than guaranteeing a parking space. While some reservation systems do guarantee a space, doing so would require NTPUD to have a staff member onsite during the reservation period to manage access. Sand Harbor offers a model for how this can be done efficiently. Each day, the parking lot only admits vehicles with reservations until 10:30am, after which it operates on a first-come, first-served basis. Staff simply verify reservations and hold spaces until 10:30am, minimizing the need for all-day oversight.

It is also possible to use parking reservations to incentivize certain behavior, such as carpooling and arriving in off-peak times to reduce congestion. Both of these approaches were taken by Northstar ski resort to considerable success. By making parking free to vehicles with four or more riders, the ski resort was able to increase carpooling significantly. Also, by staggering reservation times, Northstar was able to reduce congestion and improve circulation during peak times. However, these more advanced benefits of parking reservations may require significant staffing costs.

Pricing Models

NTPUD seeks to explore parking pricing models that improve access to NTRP for a range of user groups. This section outlines demand-based pricing strategies and describes how the new plate-based system can support tailored pricing for specific athletic and recreational activities. DIXON provides recommendations and key considerations to guide NTPUD's data collection in Years 1-2 before making any pricing changes.

Demand-based Pricing

NTRP hosts a wide range of activities throughout the year, leading to periodic peaks in visitation that go beyond typical daily patterns. To better align pricing with these fluctuations, NTPUD staff are interested in exploring demand-based pricing strategies. The following subsections highlight peak periods observed at NTRP based on limited paid parking data and high-level visitation estimates provided by staff. Actual visitation may be higher due to non-compliance.

In the following subsections, "visitors" shall refer to the number of vehicles visiting, as opposed to individuals.

What is Demand-based Pricing?

Many parking facilities experience significant peaks and valleys in usage. Demand-based pricing is a common tactic employed to encourage more efficient and consistent use of parking resources. It involves varying parking prices at separate times to achieve the industry standard 85% occupancy rate. 85% represents a balanced level of occupancy, ensuring there is always parking available while maintaining high utilization of parking resources. For instance, in a lot with 100 parking spaces, the goal would be to set prices such that around 15 spaces are available on average at any given time.

To achieve this, prices can vary across multiple timeframes, such as by the time of day, the day of the week, or seasonally. In general, the more fluctuations in price, the more resources must be dedicated to informing the public. A simple seasonal price differential is relatively easy to justify and communicate, while more frequent price variances can more closely achieve the desired occupancy at the cost of creating a more complex parking experience.

Seasonal

Seasonal demand-based pricing suggests that there are months of the year that see higher utilization, which can be reflected in the parking rates. In NTRP, demand peaks in the winter (December to March) due to sledding activities, and in the summer (Memorial Day to September) due to athletics, concessionaire customers, and trail use.

Table 1. Seasonal Demand at NTRP

	Date Range	Est. Typical Visitors	Est. Peak Visitors	Peak Activities
Winter	Dec 1-Mar 30	~40 per day	~185 per day	Sledding
Summer	Memorial Day-Sep 30	~70 per day	~170 per day	Tournament weekends
Spring/Fall	Apr 1-end of May, Oct 1-Nov 30	~20 per day	~60 per day	Athletic games

- **Summer season:** The summer season spans from Memorial Day through the end of September. During this time, NTRP is open from “dawn to dusk,” or 7:00 AM to 9:00 PM. The park hosts approximately 10 athletic tournaments each summer, which are considered peak occupancy days.
- **Winter season:** The winter season typically begins on December 1 and continues through the end of March. During this season, the park is open from 7:00 AM to 5:00 PM. Peak demand occurs on Saturdays, Sundays, and federal holidays, when visitation increases due to winter sledding.
- **Shoulder season:** The shoulder season runs from April to Memorial Day and from October through the end of November. During this period, the park is open from 7:00 AM to 7:00 PM. The park hosts approximately 10 athletic events in the shoulder season, which are anticipated to be peak occupancy days.

A demand-based model would adjust rates by season to reflect usage patterns, raising rates during periods with many peak days and lowering them during the lower-occupancy shoulder season. This approach is commonly used, as NTPUD can set seasonal rates for an entire year in advance, reducing surprises for users.

Day of Week

This type of demand-based pricing typically differentiates between days with higher activity and those with lower activity. Staff identified weekdays as generally having lower demand, while weekends and holidays see higher demand due to sledding, tournaments, and leisure activities. A demand-based model would raise rates on weekends and holidays to reflect the significant increase in visitation during peak days.

Staff have successfully implemented a “day-of-week” demand-based pricing model during the winter season by applying a \$20 peak parking fee on weekends and holidays from December through March.

Time of Day

Time of day pricing recognizes that certain hours within a day experience higher occupancy and may warrant higher rates to better manage supply and demand. NTPUD staff identified three key periods:

- **Daytime until 3:00 PM:** Rates would increase on the 48 peak days with daytime events, while remaining consistent for the other 317 non-peak days.
- **Afternoons between 3:00-6:00 PM:** Parking demand peaks during athletic games, with approximately 10 games hosted during the shoulder season.
- **Evenings after 6:00 PM:** No peak occupancy events occur during this time, so rates would remain unchanged.

Hourly vs. Day-Use (Flat Rate) Pricing

Paid parking can follow numerous pricing structures, but they are generally charged on either an hourly or daily basis. The benefits of charging users by the hour versus a flat rate are expanded upon below.

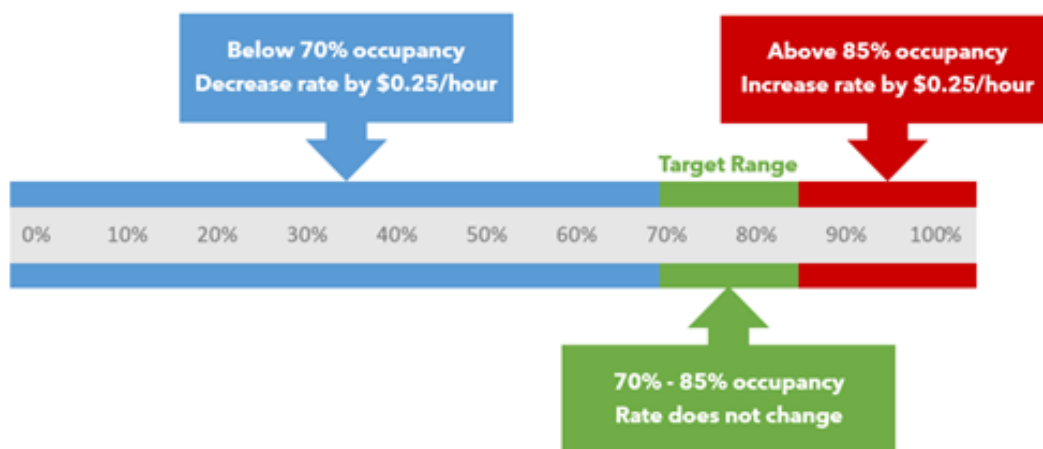
Benefits of Hourly Pricing	Benefits of Flat Rate Pricing
<ul style="list-style-type: none"> • Encourages turnover to maximize the number of unique visitors. • Best for encouraging short-term parking. • Allow demand-based pricing by time of day, which is ideal for areas with occupancy fluctuations throughout the day. 	<ul style="list-style-type: none"> • Encourages long-term stays. • Requires fewer resources to enforce (e.g., only one or two patrols needed per day, as opposed to consistent patrols to ensure visitors do not park in excess of time paid for).

Transitioning to hourly rates would be ideal where short-term parking is more common than long-term parking. If there is a meaningful portion of short-term users (users staying for 2-3 hours or less), daily flat rates are not ideal. It is best to re-evaluate this model when NTPUD has data to determine the average length of stay and more accurate daily occupancy counts.

Dynamic Pricing

Taking this concept even further is the idea of dynamic pricing. Using a consistent influx of occupancy data, dynamic pricing suggest that parking rates are incrementally adjusted in response to demonstrated demand on a regular basis, sometimes as much as multiple times per day. Again, the goal is to achieve an 85% occupancy rate. See Figure 1 for a visual.

Figure 7. How Parking Rates Adjust with Dynamic Pricing



This approach requires adequate, consistent data collection and analysis, along with greater authority for parking staff to adjust rates without additional administrative approvals. At recreational sites where all-day parking is common, rates should not change too frequently or without sufficient notice. If dynamic pricing is used, it's best practice to post the pricing range, adjustment increments, and keep current rates visible online. With reliable, robust occupancy data, NTPUD could select to apply dynamic pricing at one or both sites, with site-specific policies if justified. Regardless, clear communication remains essential to ensure pricing influences parking behavior as intended.

Activity-based Pricing Strategies

There are a few ways to provide special or discounted parking for particular activities or user groups, such as youth sports players, pickleball court users, and disc golf players. These include seasonal parking passes, one-time use codes, and scheduled free parking.

- 1. Seasonal parking passes:** Participants could purchase parking for several months upfront at a discounted rate. Passes would be plate-based, managed through a PMS, and valid during specific days and times. Passholders could update their license plate as needed.
- 2. One-time codes (youth sports):** NTPUD could offer youth sports participants a set of one-time codes that they would enter in a parking payment option to redeem free or discounted parking. Although more complex to manage, this approach offers flexibility for different parents or vehicles to park throughout the season.
- 3. Free parking during sports events/practices:** This option requires the least amount of public outreach but requires NTPUD to configure free parking events within the paid parking system. During these events, all park users can park free, which may increase demand without collecting the corresponding revenue.
- 4. Time and location-based discounts:** NTPUD could offer free or discounted parking at select amenities. For example, parking near the playground could be discounted on weekends or free after school on weekdays. This option would best serve non-resident locals who regularly visit NTPUD recreational facilities for specific activities.

Financial Projections

The current parking program generates revenue well below its potential due to limited enforcement and payment options. Planned technology upgrades are intended to address these gaps, with anticipated increases in paid parking revenue expected to achieve cost recovery for the associated infrastructure investments. The following table presents one year of actual parking revenues and costs, establishing the program's baseline.

Table 2. 2024 Parking Program Actual Revenue and Costs

2024 Revenue	
Paid Parking Revenue (NTRP)	\$143,500
Paid Parking Revenue (TVRA)	\$14,900
TOTAL	\$158,400
2024 Costs	
Pass Management Hard Costs	(\$7,430)
Pass Management Staff Costs	(\$2,400)
Field Staffing Costs (Supervisor and Kiosk Staff)	(\$34,000)
TOTAL	(\$43,830)

Cost Projections

DIXON has developed the following preliminary cost estimates for the primary technology infrastructure and operating components outlined in this Roadmap, organized by category. Depending on whether NTPUD adopts or declines certain technologies, only subsets of these costs may apply. These estimates exclude electricity, cellular, and Wi-Fi expenses. Pricing is based on anticipated 2025 procurement and is subject to change. All estimates are intentionally conservative and assume NTPUD is the sole purchaser, without the benefit of economies of scale. DIXON recommends exploring multi-agency procurement opportunities to leverage potential cost savings and advises obtaining updated, customized quotes from vendors of interest before proceeding.

Table 3. Estimated Projected Paid Parking Technology Costs

Paid Parking Technology				
CAPITAL EXPENDITURES & IMPLEMENTATION				
Item	Subitem	Quantity	\$ per Unit	\$ Total
Pay Station Implementation				
	Pay Stations - Bank card and bill acceptor, solar power or hardwired	5	\$8,500	(\$42,500)
	Spare Parts	1	\$8,500	(\$8,500)
	Configuration	1	\$5,000	(\$5,000)
	Project Management	1	\$5,000	(\$5,000)
	Installation by Vendor	5	\$750	(\$3,750)
	10% Contingency	1	\$6,475	(\$6,475)
Mobile Payment App Implementation				
	App Implementation	1	\$0	\$0
Text-to-Pay Implementation				
	Text-to-Pay Implementation	1	\$0	\$0
Parking Validation System				
	Implementation	1	\$2,500	(\$2,500)
Signage				
	Signage (regulatory, informational) including sign poles and installation			(\$12,000)
TOTAL				(\$85,725)
ONGOING FEES				
Item	Subitem	Quantity	Price	Annually
Pay Station Implementation				
	Pay Station License (per pay station)	5	\$85/month	(\$5,100)
	Pay Station Annual Warranty <i>Starting year 2, covers full part replacement</i>	5	\$550/year	(\$2,750)
	Warranty Shipping	-	\$400/year	(\$400)
Mobile Payment App Implementation				
	App Transaction Fee Estimated at 25% of transactions <i>Can pass fee to customer</i>	3,025	\$0.35/transaction	(\$1,059)
Text-to-Pay Implementation				
	Text-to-Pay Transaction Fee Estimated at 10% of transactions <i>Can pass fee to customer</i>	1,210	\$0.35/transaction	(\$424)
Parking Validation System				
	Parking Validation System Licensing ²	-	\$100/month	(\$1,200)
	Bank Card Processing Fees	-	Variable	Variable
Signage				
	Maintaining signage			(\$500)
ANNUAL ONGOING FEES TOTAL				(\$11,432+)

² If the parking validation system was only used seasonally, staff could reduce ongoing costs by canceling the parking validation system service after each season, though the vendor may charge a setup fee to turn it back on.

Table 4. Estimated Projected Permit Management System Costs

Permit Management System			
CAPITAL EXPENDITURES & IMPLEMENTATION			
Item	Subitem	Price	\$ Total
Permit Management System			
	Implementation, including website hosting and a back-office management tool	\$8,000	(\$8,000)
TOTAL			\$8,000)
ONGOING FEES			
Item	Subitem	Price	Annually
Permit Management System			
	Parking Permit System Licensing	\$1,125/month	(\$13,500)
ANNUAL ONGOING FEES TOTAL			(\$13,500)

Table 5. Estimated Projected Compliance & Data Technology Costs

Compliance & Data Technology				
CAPITAL EXPENDITURES & IMPLEMENTATION				
Item	Subitem	Quantity	\$ per Unit	\$ Total
LPR				
	Fixed-mount LPR camera systems	4	\$5,200	(\$20,800)
	Implementation	1	\$10,000	(\$10,000)
	Installation	4	\$5,000	(\$20,000)
	Spare Parts	1	\$5,200	(\$5,200)
	10% Contingency	1	\$5,600	(\$5,600)
Citation (Warning) Management System & Mobile Application				
	Set Up Fee	1	\$10,000	(\$10,000)
Data Analysis & Reporting				
	Parking Analytics Platform Implementation	1	\$10,000	(\$10,000)
TOTAL				(\$81,600)
ONGOING FEES				
Item	Subitem	Quantity	Price	Annually
LPR				
	LPR Camera Annual Licensing	4	\$1,400/year	(\$5,600)
	LPR Camera Warranty	4	\$500/year	(\$2,000)
	Warranty Shipping	1	\$350	(\$350)
Citation (Warning) Management System & Mobile Application				
	System Licensing	1	\$15,000	(\$15,000)
Data Analysis & Reporting				
	Parking Analytics Platform	1	\$1,500/month	(\$18,000)
ANNUAL ONGOING FEES TOTAL				(\$25,950)

Table 6. Estimated Projected Staffing Costs

STAFFING FEES			
Item	Quantity	FTE Salary	Annually
Parking Ambassador / Pay Station Maintenance and Collections	338 hours x 2 staff	\$30/hour	(\$20,280)
Supervisor	338 hours	\$80/hour	(\$27,040)
ANNUAL STAFFING FEES TOTAL			(\$47,320)

Revenue Comparison

DIXON estimated annual paid parking revenue using sample visitation data from NTPUD staff and the current rate structure. Projections were developed for NTRP only, as visitation data was unavailable for other facilities. Using this baseline, DIXON modeled revenue under three demand-based pricing scenarios: seasonal, day of week, and time of day. Given limited data, these figures should be viewed as relative comparisons rather than precise forecasts. General assumptions for all projections are as follows:

- **Occupancy Rate:** Of the 271 available parking spaces in NTRP, staff estimated a baseline daily occupancy of 20 paying vehicles, with higher peaks during winter sledding, tournament weekends, athletic games, federal holidays, and certain weather conditions. DIXON estimates an average session duration of 4 hours. Robust data collection will produce more accurate revenue projections and better evaluate policy changes.
- **Compliance Rate:** This metric estimates the proportion of vehicles that pay to park when they are required to. DIXON estimates current compliance for paid parking in NTRP at 46%. If NTPUD implements the improvements recommended in this Roadmap, compliance is expected to increase. **Simply enabling credit card payments could increase NTPUD's revenue and compliance by 30-40%.**

The rates used in each model are not necessarily recommended rates; they are provided solely to illustrate revenue potential. NTPUD staff are encouraged to evaluate alternative rate scenarios. Variable factors applied to each model are as follows:

- **Seasonal Model:** Applies different rates for each season, with further differentiation between regular and peak days within each season. NTPUD staff estimated daily peak occupancy at 120 paying vehicles in summer, 145 in winter, and 30 in the shoulder season. Sample rates used in the projections are shown in the table below.

Table 7. Sample Parking Rates Used in Seasonal Pricing Model Projections

	Summer	Winter	Shoulder
Regular Rate	\$5.00	\$10.00	\$5.00
Peak Rate	\$10.00	\$20.00	\$5.00

- **Day of Week Model:** Applies different rates on weekends and holidays versus weekdays year-round. NTPUD staff estimated daily peak occupancy at 145 paying

vehicles on weekends and holidays (on 55 days per year), and 40 on weekdays. Sample rates used in the projections are shown in the table below.

Table 8. Sample Parking Rates Used in Day of Week Pricing Model Projections

	Weekends & Holidays	Weekdays
Regular Rate	\$20.00	\$5.00

- **Time of Day Model:** Applies different rates for specific time periods during the day, with certain hours priced at peak rates due to high sports activity demand. NTPUD staff estimated daily peak occupancy at 145 paying vehicles during the day until 3:00 PM, 40 in the afternoons from 3:00–6:00 PM, and 20 in the evenings after 6:00 PM (same as the baseline occupancy). Sample rates used in the projections are shown in the table below.

Table 9. Sample Parking Rates Used in Time of Day Pricing Model Projections

	Daytime	Afternoons	Evenings
Regular Rate	\$5.00	\$5.00	\$5.00
Peak Rate	\$10.00	\$10.00	\$5.00

The following table presents revenue projections for each model at a 46% compliance rate (assuming status quo, with no technology improvements), at a 60% compliance rate (assuming only paid parking technology improvements), and at an 80% compliance rate (assuming all technology recommendations in this Roadmap are implemented, but no citations are issued). The table also demonstrates projected revenue increases based on the jumps in compliance.

Achieving higher compliance requires investment in the capital and recurring costs of the recommended technology.

Table 10. Estimated Annual Revenue by Model and Compliance

	Current	Seasonal	Day of Week	Time of Day	Estimated Revenue Impact
46% Compliance	\$143,500	\$158,953	\$284,556	\$128,156	Baseline
60% Compliance	\$186,570	\$207,330	\$371,160	\$167,160	Baseline+30%
80% Compliance	\$248,760	\$276,440	\$494,880	\$222,880	Baseline+74%

Recommendations

Technology Recommendations

Below is a breakdown of the technology recommendations outlined in this Roadmap, organized into four tiers. Each tier includes its associated benefits and challenges. This structure is intended to help NTPUD evaluate options while prioritizing key improvements.

	Tier 1	Tier 2	Tier 3	Tier 4
Paid Parking	✓	✓	✓	✓
Permit Management System		✓	✓	✓
Compliance			✓	✓
Parking Analytics				✓
Estimated Capital Costs	(\$85,725)	(\$93,725)	(\$165,325)	(\$175,325)
Estimated Ongoing Costs	(\$11,432)	(\$24,932)	(\$95,202)	(\$113,202)

Tier 1

This tier focuses exclusively on paid parking technology upgrades. As with all tiers, it proposes replacing the current honor-based iron ranger system with pay stations, mobile payment options, a parking validation system to support concessionaire operations, and updated signage throughout the facilities. These improvements form the foundational upgrades needed to modernize the paid parking system, enhance the customer experience, automate parking management, and increase payment flexibility. Introducing credit card and mobile payment options is expected to significantly increase compliance, reduce cash handling, and improve financial reconciliation by digitally capturing and reporting transactions.

However, this tier has limitations. Without compliance strategies, visitors may still avoid payment. Without a PMS, NTPUD would lack an efficient method to manage passes within the new system, requiring staff to either consider Option 2 in the parking management system options or collaborate with a vendor to develop a workaround.

Tier 1 improvements are anticipated to increase compliance to 60%, leading to an estimated 30% increase in revenue projections (see Table 10). Costs are outlined in Table 3. While infrastructure expenses are substantial, increased revenue from pay stations is expected to offset these costs over time.

Tier 2

On top of the paid parking infrastructure improvements in Tier 1, this tier would cause physical passes to convert into virtual passes. This would fully transition the parking program to a plate-based system, linking valid parking sessions from both payments and passes to license plates. This prepares the program for effective compliance regardless of the approach NTPUD chooses in the future. Virtual passes also reduce administrative burden, minimize pass fraud, and eliminate the issue of lost or damaged passes.

The primary limitation is the need for additional staff time for initial outreach and education to help NTPUD residents acquire their passes. This tier does not necessarily increase revenue projections but offers administrative benefits for NTPUD staff. Startup and ongoing costs for

implementing this change, in addition to paid parking technology investments, are relatively low. Costs for this tier are shown in Table 3 and Table 4.

Tier 3

This tier introduces the key missing component in NTPUD's current parking program: compliance. Compliance would be improved through the addition of LPR cameras, a Parking Ambassador program (potentially in partnership with Placer County for citation issuance), and the option to track warnings through a CMS. While LPR cameras require a significant initial investment, the benefits—including improved data collection and more efficient compliance verification—can offset the cost. Parking Ambassadors would also assist customers with the new paid parking technology and enhance public relations, potentially outweighing additional staffing expenses.

This tier would increase the estimated compliance rate to 80%, unlocking a projected revenue increase of 76% on top of baseline revenue (see Table 10). This tier would incur costs shown in Table 3, a subset of the costs shown in Table 5, and the staffing costs shown in Table 6.

Tier 4

This tier represents the full suite of recommendations by adding a data analytics component. Data analytics would enable NTPUD to make data-driven decisions on future parking policies, apply demand-based pricing models, and collect valuable insights such as visitation numbers, peak demand periods, length of stay, recurring park users, and more. These statistics could also strengthen funding applications and inform broader operational decisions beyond parking, such as facility operating hours, popular activity trends, and staffing needs.

This tier does not necessarily increase revenue projections but offers administrative benefits for NTPUD staff. Costs for this tier would include all items in the Cost Projections section, depending on NTPUD's chosen compliance strategy and whether warning issuance is tracked.

Pricing Model Recommendation

DIXON recommends that NTPUD continue with a seasonal demand-based pricing model, building on the 2023–2024 winter parking pilot. NTPUD could explore differentiating pricing between summer and shoulder seasons as a next step.

NTPUD has the flexibility to tailor its parking system using various rate structures, payment methods, and activity-based solutions; however, starting with a simple model is key. Using the winter pilot as a foundation, DIXON advises implementing clear seasonal pricing with higher rates during holidays and weekends. Pricing should remain easy to understand to support clear public communication and encourage rule compliance.

As demand data is collected over the first two years, NTPUD will be better positioned to evaluate more granular pricing strategies, such as other demand-based pricing models or dynamic pricing. Over time, NTPUD can refine rates based on observed demand, conducting annual parking rate assessments in alignment with broader rate and fee updates. This approach offers a cost-effective method for implementing dynamic pricing adjustments while maintaining consistency across NTPUD services.

Appendix A - Years 1-2 Implementation Checklist

DIXON developed the following preliminary implementation timeline for years 1-2 of this Roadmap. This phase involves three technology procurements: paid parking technology (including pay stations and mobile payment options), a PMS, and fixed-mount LPR cameras.

DIXON encourages NTPUD to evaluate the supplemental components outlined in the Roadmap to identify additional investments and actions. Actual implementation timelines depend on external factors such as product supply, product lead time, and vendor scheduling. The estimates provided are conservative and may be shorter depending on procurement options. Always request updated timelines from the selected vendor, especially when component lead times are involved.

Technology

- ☐ Request demonstrations or preliminary quotes from paid parking vendors, as needed.
- ☐ Determine a procurement method (RFP, sole-sourcing, cooperative agreements, piggybacking on another agency's contract).
- ☐ Initiate the technology procurement process for paid parking technology, a PMS, and fixed-mount LPR cameras (see Table 11).
- ☐ Implement any pre-installation improvements regarding power or connectivity; pour concrete pads for pay stations as needed.
- ☐ Bag the iron ranger system once the new paid parking technology is live and remove the system fully once final acceptance has been performed.

Compliance

- ☐ Set up a communications plan before and during the launch, including press releases, website updates, deployment of permanent and temporary signage, and the presence of NTPUD staff during the first set of peak days to provide pay station usage support and education.
- ☐ Mail passholders to inform them of when the switch to virtual passes will occur. Passholders will need to register their license plates ahead of that date.
- ☐ Update or develop temporary and permanent signage to indicate the new paid parking options. Ensure that all regulatory signage is up-to-date.
- ☐ Create a standard operating procedure (SOP) guide for Parking Ambassadors focusing on visitor education and compliance education.
- ☐ Ensure all Parking Ambassadors receive a demonstration of the new paid parking technology and are familiar with its features.
- ☐ Create a staffing schedule for Parking Ambassadors.

Program Management

- Regularly review LPR data on parking utilization and visitor behavior. DIXON recommends conducting this review on a quarterly basis, with a comprehensive review after one year of data collection to establish baseline metrics.

Table 11. Sample Procurement and Implementation Process

Task	Responsibility	Timeframe
Technology Roadmap and Budget Approval	NTPUD	Month 1
Specification Development	NTPUD and Consultant	Month 2
RFP Release	NTPUD	Month 3
RFP Review	NTPUD and Consultant	Month 4
Vendor Interviews & Demo	NTPUD and Vendor	Month 5
Contract Award & Contracting	NTPUD and Vendor	Month 6
Standard Operating Procedure Review	NTPUD	Month 6 - Month 9
Manufacturing and Configuration	Vendor	Month 6 - Month 9
Implementation Planning	City	Month 8 - Month 9
Implementation Period and Final Acceptance	City, Vendor, and Consultant	Month 10



**NORTH TAHOE
PUBLIC UTILITY DISTRICT**

DATE: August 28, 2025

ITEM: G-3

FROM: Recreation, Parks, and Facilities Department

SUBJECT: Discuss and Possibly Recommend the General Manager be Authorized to Execute a Concessionaire Services Agreement with Tahoe Adventure Company, including Two Renewal Terms

RECOMMENDATION:

That the Commission discuss and recommend that the Board of Directors authorize the General Manager to execute a Concessionaire Services Agreement with Tahoe Adventure Company, including two renewal terms.

DISCUSSION:

The Tahoe Adventure Company has been a long-standing quality concessionaire partner with the North Tahoe Public Utility District. Their contract, which has seen several iterations and renewals, is set to expire in October 2025.

Staff have been in negotiations with Tahoe Adventure Company for the past several months on a new contract. The details of the new contract and how those details are different from past contracts are presented to the Commissioners in the attached PowerPoint. These details were also presented to the Board of Directors in a July 2025 closed session.

It is the recommendation of staff that Commissioners review and recommend that the Board approve this new Concessionaire Services Agreement.

ATTACHMENTS:

- Tahoe Adventure Company Contract PowerPoint
- Proposed Tahoe Adventure Company Concessionaire Services Agreement

REVIEW TRACKING:

Submitted By: *Amanda Conk*
Amanda Conk
Recreation, Parks, and Facilities Manager

Approved By: *Bradley A. Johnson*
Bradley A. Johnson, P.E.
General Manager/CEO

Tahoe Adventure Company 2025 Contract Negotiation

August 28, 2025



HISTORY

- Tahoe Adventure Company (TAC) has been a quality concessionaire partner since 2006.
- In their 19+ years as a concessionaire with NTPUD, they have and continued to offer non-motorized boat rentals (kayak and SUP), on-land and in water group tours, and team building programs and events.
- With the ever-expanding competition of kayak and SUP rentals throughout the lake, TAC has found a niche in their group tours and teambuilding activities while still remaining relevant in the rental operation.
- NTPUD has issued several RFPs (2005, 2015, 2017) during contract expiration opportunities, and all have been won by TAC.
- The details of this 2025 contract negotiation were discussed with Board in closed session in July.



CURRENT SERVICES

- Single & double kayak rentals
- SUP rentals
- Teambuilding program for youth, adult & corporate
- Clear bottom kayak tours
- “DISCO” tours
- Sunset tours

CURRENT CONTRACT DETAILS

Rentals:

\$2 per person mitigation fee

18% of gross revenue

Tours:

No mitigation fee

15% of gross revenue

Space:

Storage space within TVRA

2 year 'round parking spaces in TVRA B

	2022	2023	2024
Rental Users	2,812	2,652	2,423
TAC Gross Rental Revenue	\$98,822	\$87,974	\$85,666
Tour Users	2,405	2,238	1,356
TAC Gross Tour Revenue	\$133,713	\$118,817	\$95,759
NTPUD Revenue	\$43,468	\$38,960	\$34,628

CURRENT CONTRACT TERMS

2018-2022: 5-year term

2022-2025: 3-year extension

Contract set to expire October 31, 2025

NEW SERVICES

- Single & double kayak rentals
- SUP rentals
- Teambuilding program for youth, adult & corporate
- Clear bottom kayak tours
- “DISCO” tours
- Sunset tours
- NTPUD use of equipment for 50% off 2x's a year (community event)

NEW CONTRACT DETAILS

Rentals:

\$2 per person mitigation fee

Tours:

\$2 pp mitigation fee (first term)

\$4 pp mitigation fee (first renewal)

\$5 pp mitigation fee (second renewal)

Total Gross Revenue:

10% of first \$25K

15% of next \$50K

20% of all revenue in excess of \$75K

Space:

Storage space within TVRA

2 summer only parking spaces in TVRA B

Year-round container storage near base

NEW CONTRACT TERMS

2025-2032: 7-year term

2032-2037: 5-year extension, pending parties agree

2037-2043: 5-year extension, pending first extension and parties agree

Extended contract length provides stability to District & TAC

Offers opportunity to grow for TAC

Revenue growth for District

CURRENT CONTRACT DETAILS

Rentals:

\$2 per person mitigation fee

18% of gross revenue

Tours:

15% of gross revenue

Space:

Storage space within TVRA

2 year 'round parking spaces in TVRA B

NEW CONTRACT DETAILS

Rentals:

\$2 per person mitigation fee

Tours:

\$2 pp mitigation fee (first term)

\$4 pp mitigation fee (first renewal)

\$5 pp mitigation fee (second renewal)

Total Gross Revenue:

10% of first \$25K

15% of next \$50K

20% of all revenue in excess of \$75K

Space:

Storage space within TVRA

2 summer only parking spaces in TVRA B

Year-round container storage near base

- TAC has been a responsive, respectful and successful business partner over the past 20 years.
- The proposed contract provides TAC an opportunity to have the stability to invest in expansion in the years to come.



NORTH TAHOE PUBLIC UTILITY DISTRICT CONCESSIONAIRE SERVICES AGREEMENT

This Concessionaire Services Agreement ("Agreement") is entered into on this _____ day of August 2025, between the North Tahoe Public Utility District ("District") and Tahoe Adventure Company, LLC ("Concessionaire"). District and Concessionaire are sometimes individually referred to as "Party" or jointly as "Parties" in this Agreement.

RECITALS

WHEREAS, District owns and operates Tahoe Vista Recreation Area ("TVRA"), 7010 North Lake Blvd., Tahoe Vista, CA, and North Tahoe Regional Park ("NTRP"), 6600 Donner Rd., Tahoe Vista, CA, herein collectively referred to as "PREMISES"; and

WHEREAS, The Concessionaire desires to operate non-motorized concessions and non-motorized tours at the PREMISES.

NOW, THEREFORE, District and Concessionaire agree as follows:

1. Description of Permitted Concession Activities: Concessionaire shall operate, at a minimum, the following activities ("Permitted Concession Activities") at designated areas of operation within the PREMISES pursuant to Section 5 of this Agreement:

- a. Kayak and Stand Up Paddle Board (SUP) rentals from a location in PREMISES to be agreed upon by Concessionaire and District.
- b. Guided Kayak and SUP tours accessing Lake Tahoe from PREMISES.
- c. Sale of beverages or light snacks and Lake Tahoe-related or Concessionaire-related items including without limitation photos, DVDs, videos, t-shirts, and hats.
- d. Teambuilding programs for youth, adult and corporate groups.
- e. Winter tours, including snowshoes and skiing.

Concessionaire is strictly prohibited from offering any type of motorized boat or motorized tour concessions within the PREMISES.

2. Term of Agreement: Notwithstanding the date of execution of this Agreement, the term of this Agreement shall commence on November 1, 2025, and expire on December 31, 2032, (the "Initial Term"). If mutually agreed upon in writing by District and Concessionaire during the Initial Term this Agreement may be extended for an additional five (5) year period (the "First Renewal Term"), and if mutually agreed upon in writing by District and Concessionaire during the First Renewal Term this Agreement may be extended for a second five (5)-year period (the "Second Renewal Term"), provided in both cases that District and Concessionaire shall first meet and confer and that any changes to the terms shall be documented in such amendment extending the term. The First and Second Renewal Terms shall be referred to herein individually as a "Renewal Term." In the event Concessionaire and District do not agree on the terms of

any Renewal Term, the Term of this Agreement shall terminate at the expiration of the then-current Renewal Term. The Second Renewal Term is contingent upon District and Concessionaire's agreement and completion of the First Renewal Term.

3. Operating Periods: At a minimum, Concessionaire shall operate in accordance with a schedule of operations mutually agreed upon by the Parties. The schedule shall generally call for May through September daily operations, although operations may be conducted less than seven (7) days per week during non-summer months and subject to customer demand ("Operating Periods"). Winter operations shall be conducted when possible but are contingent upon weather conditions, customer demand, staffing availability, and operational feasibility. Concessionaire shall notify the District of the targeted operating season and general schedule (season start and finish) 30 days prior to its start and, once the general schedule is approved by District in writing, any modifications must also be approved in writing by District, except for instances when weather or safety concerns necessitate closure. Concessionaire shall notify the District of changes to its weekly operating schedules (operating days per week) through the course of the season as soon as reasonably possible, except for instances when weather or safety concerns necessitate closure.

District shall notify Concessionaire of scheduled events, and bookings of other District facilities in the PREMISES. District may require Concessionaire to close the potentially disruptive portion of the Improvements for all or a portion of certain days in order to accommodate special events within PREMISES including, but not limited to, weddings, construction, and maintenance activities, and District shall provide Concessionaire with not less than sixty (60) days' notice of such closures. Should the District require a prolonged closure of the Improvements that prevents Concessionaire from meeting revenues required for the minimum payment in Section 9.1, then that minimum payment shall not be owed.

4. Days/Hours of Operation: During the Operating Periods identified in Section 3, Kayak and SUP rentals shall operate daily from approximately 9:00AM – 5:00PM, time of year and weather permitting. Modifications may be allowed to best serve the needs of the public and must be approved in writing by the District. Concessionaire shall operate on a reservation or appointment basis for its guided tours, teambuilding, and corporate events.

5. Designated Areas of Operation: Concessionaire shall use only that area within PREMISES specifically designated by District for each Permitted Concession Activity, which the District may temporarily change at any time in its sole discretion due to business needs of District. The designated areas of operation for Concessionaire's use includes: a) the beach area east of the boat launch at TVRA for a variety of kayak and SUP racks; b) storage area adjacent to the PREMISES restroom facility; c) use of the CMU-block enclosure located adjacent to the PREMISES parking lot for additional storage of gear; and d) use of two (2) parking stalls annually, May-October located in the parking lot north of N. Lake Blvd and across the street from the TVRA launch facility. During Concessionaire's operations hereunder District shall make available in a mutually agreed upon space at the base facility of the NTRP a space approximately 30'

by 30' in size for Concessionaire to store boating supplies in a storage container which shall be pre-approved by the District prior to installation. Additionally, District and Concessionaire will review storage needs at the beginning and end of each season to determine any changes necessary for the upcoming season.

Concessionaire has permission to locate a temporary shade tent as a sales kiosk at TVRA in a District-approved location.

Additional equipment (as listed in Section 6) to facilitate Permitted Concession Activities (Section 1) will be presented to the District prior to installation. With the District's written permission, Concessionaire shall be responsible for obtaining permits to construct, and maintain, at its sole expense, all site improvements ("Improvements"). All permits required to construct any Improvements shall be obtained prior to commencement of construction. Prior to commencing any work for new Improvements, Concessionaire shall submit to District project plans, specifications, and estimated timeline for project completion for District review and approval. Upon District approval of plans, specifications, and timeline, Concessionaire shall use its best good-faith efforts to submit all required documents and permit applications regarding the Improvements to the respective agencies within thirty (30) days. Thereafter, Concessionaire shall provide updates to District every thirty (30) days concerning the status of the permitting process until Concessionaire has obtained all required permits and shall continue diligently working toward completion of the Improvements once permits are obtained. Concessionaire shall coordinate with District for information required for permitting and shall provide District with updated and/or as-built versions of all plans and drawings for the Improvements.

6. Equipment: Concessionaire shall provide the following equipment and utilize the storage areas described herein to operate rentals and tours. Concessionaire shall be responsible for maintaining this space and keeping it in a neat and organized condition.

- a. Approximately thirty (30) double and thirty (30) single kayaks – Concessionaire shall provide life jackets of suitable sizes for children and adults and require their use by all kayak users.
- b. Thirty (30) SUPs.
- c. Paddling accessories (jackets, pants, drybags, and other accessory equipment).
- d. Table, chairs, and tent or umbrella for use as a booking or check-in location.
- e. Three (3) Kayak/SUP racks.
- f. One (1) Van and Kayak trailer.
- g. One (1) Van and SUP trailer.

- h. One (1) Jobox, equivalent storage bin, and use of CMU block enclosure.

7. District Resident Discount: Concessionaire shall provide residents of the District's service area ("District Residents"), with proof of District residency, a ten percent (10%) discount. Concessionaire and District shall include this information on their individual websites, marketing material, and in future District resident newsletters or other information.

8. District Use of Equipment: The District will be able to rent kayaks and SUPs from Concessionaire at fifty percent (50%) discount to the District to provide recreation programming that is not offered by Concessionaire to the public. Any use of Concessionaire's equipment must not interfere with existing Concessionaire rentals or business. District must give thirty (30) days' notice to reserve equipment and limit requests to two (2) times a year with a 10-vessel maximum.

9. Payment to District: Concessionaire shall pay fees to the District as follows:

9.1 For each calendar year during the Initial Term, Concessionaire shall pay to District a share of Concessionaire's Gross Revenues for each calendar year, consisting of: (a) ten percent (10%) of the first \$25,000 in Gross Revenues; plus (b) fifteen percent (15%) of the next \$50,000 in Gross Revenues; plus (c) twenty percent (20%) of all Gross Revenues in excess of \$75,000 in a calendar year.

9.2 Concessionaire shall pay District the amounts owed pursuant to Section 9.1 by making monthly payments of \$3,600 each no later than June 15, July 15, August 15, September 15, and October 15. In addition, if the amount calculated pursuant to Section 9.1 exceeds \$18,000, Concessionaire shall make an additional payment to District not later than February 15 equal to the amount by which such amount exceeds \$18,000.

9.3 For purposes of this Agreement, Concessionaire's "Gross Revenues" shall be the actual and total fees charged and/or revenues received by Concessionaire from all operations and activities permitted hereunder, including without limitation, activities and tours, and, but not including sales tax, North Lake Tahoe Tourism Business Improvement District (TBID) fees and assessments, gratuity, the sale of photographs and merchandise, and additional lunch fees for customers. Gross Revenues shall not include any deduction for equipment repairs or other costs of operation, but may reflect rate reductions that occur from the provision of the discount described in Section 7.

9.4 In addition to the amounts described in Sections 9.1 and 9.2, Concessionaire shall charge and collect a "per person" Park Mitigation Fee of \$2.00 for each person renting or touring with Concessionaire during the Initial Term. At the start of the First Renewal Term this fee will increase to \$4 for tours and remain at \$2 for rentals. At the start of the Second Renewal Term, this fee will increase to \$5 for tours and remain at \$2 for rentals. No such charge shall be required for District Residents, school groups from schools within District's boundaries, or for other groups for which

District has approved waiving the charge, in advance and in writing. Park Mitigation Fees shall be reconciled in a manner consistent with 9.2.

9.5 Concessionaire shall keep accurate records and accounts of its gross revenue from each Permitted Concession Activity operated pursuant to this Agreement, including receipts for each transaction. Concessionaire's recordkeeping and accounting methods shall be satisfactory to District and all records shall be retained for a period of at least three (3) years following expiration of this Agreement. Each payment to District must be accompanied by an accounting statement and end-of-day transaction report from the period for which payment is made and payable to the District. All voided receipts shall be accounted for and there shall be no duplication of receipt numbers. At the end of each operating season, as soon as possible after, Concessionaire shall provide to District a consolidated Financial Statement representing Concessionaire's operations for that season pursuant to this Agreement.

9.6 All payments shall be in the form of business check or cashier's check, payable to the District. In the event a check is not honored or Concessionaire otherwise fails to timely pay any amount due under this Agreement: (i) Concessionaire shall pay District a late fee in the amount of ten percent (10%) of the sum owed to the District in addition to the amount owed; (ii) the unpaid amount shall bear interest at the rate of 12%; and (iii) all future payments will be required to be in the form of a cashier's check. All payments must be received in the District's offices by the dates set forth in Section 9.2, and time is of the essence for purposes of all payments due pursuant to this Agreement.

10. District's Right to Audit Concessionaire: District shall have the right at any time to audit all of the books of account, documents, records, returns, papers and files of Concessionaire relating to revenues, sales, services, income and business transacted or other matters which in any way relate to the fees payable hereunder or the determination thereof of Concessionaire's gross revenues, and, on request by District, Concessionaire shall make all such matters available at reasonable times for examination. If District should have an audit made which reveals an underpayment by Concessionaire to District of five percent (5%) or more, Concessionaire shall immediately pay to District the cost of such audit as well as its additional fees payable by Concessionaire to District plus interest at the rate of 12% from the date(s) the payments should have been made; otherwise, the cost of such audit shall be paid by District.

11. Nonexclusive Concession: The concession or rights herein granted to Concessionaire to operate a business from the PREMISES are nonexclusive. Other concessionaires may operate out of the PREMISES provided that they do not offer the same Permitted Concession Activities (as listed in Section 1 above). District shall not grant any third party the permission to operate if operations are in direct conflict with Concessionaire's offerings. Cooperation between concessionaires is critical and in the event of a misunderstanding between concessionaires, District shall have the right to resolve such misunderstanding and its determination shall be binding upon each concessionaire (including Concessionaire) individually and separately.

Concessionaire's ability to provide Permitted Concession Activities under this Agreement as well as any other Concessionaire activities, including, but not limited to, educational school camps and sleepover camps, shall in no way prevent, interfere with, or restrict the District's use of the PREMISES. The credit card processing fee associated with the Park Mitigation fees for tours only shall be deducted from the gross revenue report. The District reserves the right to provide its own recreational programming within the PREMISES throughout the term of this Agreement.

11.1 Right of Refusal: Concessionaire shall have first right of refusal should additional non-motorized rentals or tour locations become available to the District. Concessionaire's first right of refusal to provide Permitted Concession Activities at future locations which may become available to the District shall be subject to the same terms and conditions set forth herein.

11.2 No Special Use Rights: Concessionaire shall have no special use rights within the PREMISES under this Agreement and must pay all rental fees at the resident rate for the use of District-owned facilities which are applicable to the general public except when used for Permitted Concession Activities.

12. Restrictions and Unavailability of Facilities: The TVRA is a multiple-use public facility. Concessionaire will have use of the area listed in Section 5 for operations as listed in Section 5, but may not restrict access to the waters of Lake Tahoe by other users.

13. Operations Plan and Safety Plan: Concessionaire shall maintain an updated operations plan for its operations hereunder ("Operations Plan"). The initial Operations Plan is attached as Exhibit "A" to this Agreement. Concessionaire shall also maintain an updated and current safety plan for its operations hereunder ("Safety Plan"). The initial Safety Plan is attached as Exhibit "B" to this Agreement. Concessionaire shall provide District with copies of any updates to the Operations Plan and/or Safety Plan. Concessionaire shall have appropriate safety equipment on-site during its operations, and shall have at least one employee trained in CPR and First Aid on duty during its operations. Concessionaire shall supervise and administer the usage and safety of all equipment used on District property and during excursions or activities.

14. Standard of Operation: Concessionaire's use of PREMISES shall be limited to the purposes set forth herein. Concessionaire shall meet or exceed all applicable State and Federal health and safety requirements. Concessionaire must maintain an adequate number of competent and trained employees to provide satisfactory service for customers. The appearance and conduct of Concessionaire's employees must be of the highest standards and meet the approval of District. This Agreement does not authorize employees of Concessionaire to reside in PREMISES.

Concessionaire shall be permitted to place advertising and signage with prior written approval by District, Tahoe Regional Planning Agency (TRPA) and Placer County, to locate a temporary shade tent as a sales kiosk at PREMISES in a District-approved location, and to store other equipment in District-approved locations. District is not

responsible for any loss or damage to Concessionaire's equipment stored at the PREMISES.

15. Use of Premises and Risk of Loss: Concessionaire's use of the PREMISES shall be limited to the purposes set forth herein. Concessionaire waives all claims against District and its officers and employees for, and shall hold District and its officers and employees harmless for, all such losses or damage. Concessionaire expressly waives the protection of section 1542 of the California Civil Code, and expressly waives and releases any rights or benefits arising thereunder with respect to this section. Section 1542 states:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.

Concessionaire acknowledges that it is aware that it may hereafter discover facts different from, or in addition to, those which were known to it with respect to the matters released pursuant to this section, and Concessionaire agrees that the releases given herein shall be, and remain in effect as, full and complete releases of such claims notwithstanding any such different or additional facts.

16. Maintenance and Utilities: Concessionaire shall maintain, at its sole expense, the portions of PREMISES it uses pursuant to this Agreement, and keep its equipment and inventory clean, in good repair, and in an appropriate state of safe operation. Concessionaire shall keep the portions of PREMISES it uses as well as the immediate surrounding areas free and clear of any trash or debris. Should the District begin to lock the restrooms, at the beginning of each season Concessionaire shall be issued a key to have access to the restrooms at PREMISES for afterhours use by tour groups. Concessionaire shall return key to District at the end of each season. Should Concessionaire fail to return key or if key is lost, a \$100 replacement fee will be imposed.

17. Fees, Permits and Licenses: Concessionaire shall procure and maintain, at its sole expense, the appropriate business licenses, and all legally required permits for its operations pursuant to this Agreement. Permits for Concessionaire's operations and/or Improvements made by Concessionaire, which remain with the District after the termination of this Agreement or are for improvements to District property, will be obtained by the District at District expense. Upon request, District shall execute such documents and instruments and take such action as may be required to assist Concessionaire in obtaining such licenses and permits. Concessionaire shall have all watercraft registered appropriately with the State of California. Concessionaire's operation and all equipment used by Concessionaire shall conform to the requirements of all applicable Federal, State, and municipal laws, statutes, ordinances, and

regulations. All equipment used by Concessionaire shall be maintained in a manner consistent with applicable industry standards of safety.

18. Employees and Access: All persons engaged in Concessionaire's operations pursuant to this Agreement shall be the sole and exclusive employees of Concessionaire, and shall be paid by Concessionaire. In connection with its employees, the Concessionaire shall pay all applicable social security, unemployment, workers compensation and other employment taxes or contributions of insurance, and shall comply with all Federal, State, and local laws and regulations relating to employment generally, minimum wage, social security, unemployment insurance and workers compensation. Concessionaire's employees shall comply with all rules and regulations promulgated by the District and applicable governmental authorities.

19. Advertising and Social Media: At the beginning of each term of this Agreement, and throughout the life of the Agreement, Concessionaire shall work with District to coordinate advertisements to make sure the Concessionaire's information that the District has posted on its websites and distributes in the District E-News is current and correct.

The Parties shall strive to ensure that all marketing programs are consistent with the use of the District and PREMISES as a family-friendly, publicly accessible recreational venue. District may require Concessionaire to remove or modify any marketing materials inconsistent with this section. Both Parties shall not use each other's logo, name, or other intellectual property without written permission except for purposes of locational identification and navigation.

20. Signs: All advertising signs placed by Concessionaire at any location within the PREMISES shall be subject to prior approval by TRPA, Placer County, and District, and shall comply with all applicable governmental regulations. Concessionaire shall post a sign at the public registration area stating that its operation is conducted under a concession agreement with the District. In addition to any Concessionaire information, sign shall include the address, telephone number and logo of District.

21. Handling of Complaints: If District receives complaints about Concessionaire's operation or any of Concessionaire's employees during the term of this Agreement, such complaints shall be forwarded to Concessionaire. Upon receipt by District, Concessionaire and District shall confer as to how such complaint or complaints should be handled. Concessionaire shall fully explain any such complaints received, and where appropriate, act to rectify same. In the event there are any material complaints as to the nature and quality of Concessionaire's operations which indicate that Concessionaire is not in compliance with its obligations hereunder or as required by law, District may treat Concessionaire's acts or omissions as a material breach of this Agreement unless such complaints are rectified to the satisfaction of District, or substantial efforts acceptable to District are made to rectify the complaints within forty-eight (48) hours after written notice by District to Concessionaire.

22. Insurance Requirements: Concessionaire shall not commence operations pursuant to this Agreement until it has provided evidence satisfactory to District that it has secured all insurance required under this section.

22.1 Types of Insurance Required. As a condition precedent to the effectiveness of this Agreement, and without limiting the indemnity provisions of the Agreement, Concessionaire shall procure and maintain in full force and effect during the term of the Agreement the following policies of insurance.

- a. **Commercial General Liability:** Commercial General Liability Insurance which affords coverage at least as broad as Insurance Services Office “occurrence” form CG 0001, or the exact equivalent, and shall be no less than \$1,000,000 per occurrence and no less than \$2,000,000 in the general aggregate. Defense costs shall be paid in addition to the limits. The policy shall contain no endorsements or provisions limiting coverage for (1) contractual liability; (2) cross liability exclusion for claims or suits by one insured against another; or (3) contain any other exclusion contrary to this Agreement.
- b. **Automobile Liability Insurance:** Automobile Liability Insurance with coverage at least as broad as Insurance Services Office Form CA 0001 covering “Any Auto” (Symbol 1), or the exact equivalent, covering bodily injury and property damage for all activities shall be in an amount of not less than \$1,000,000 combined limit for each occurrence.
- c. **Workers’ Compensation:** Workers’ Compensation Insurance, as required by the State of California and Employer’s Liability Insurance with a limit of not less than \$1,000,000 per accident for bodily injury and disease.
- d. **Commercial Marine Liability:** Commercial Marine Liability Insurance which covers all aspects of Concessionaire’s waterborne operations in an amount of not less than \$2,000,000 combined limit for each occurrence.

22.2 Endorsements. Required insurance policies shall be considered not in compliance if they include any limiting provision or endorsement that has not been submitted to District for approval.

- a. The policy or policies of insurance required by Sections 22.1.a, (Commercial General Liability), 22.1.b (Automobile Liability), and (if such endorsement is commercially available) 22.1.d (Commercial Marine Liability), shall be endorsed to include as additional insureds District, its officials, employees, and agents, using, for the Commercial General Liability policy, standard ISO endorsement No. CG 2010 with an edition date of 2013 or exact equivalent.
- b. The policy or policies of insurance required by Section 22.1.c, Workers’ Compensation, shall be endorsed to provide a waiver of subrogation stating

that the insurer waives all rights of subrogation against the indemnified parties.

22.3 Primary and Non-Contributing Insurance. With the exception of Workers' Compensation, all insurance coverages shall be primary and any other insurance, deductible, or self-insurance maintained by District, its officials, employees, and/or agents shall not contribute with this primary insurance. Policies shall contain or be endorsed to contain such provisions.

22.4 Waiver of Subrogation. Required insurance coverages shall not prohibit Concessionaire from waiving the right of subrogation prior to a loss. Concessionaire shall waive all subrogation rights against District, its officials, employees, and/or agents and shall cause its insurers providing insurance required hereunder to do the same. Policies shall contain or be endorsed to contain such provisions.

22.5 Deductible. Any deductible or self-insured retention must be approved in writing by District.

22.6 Evidence of Insurance. Concessionaire, concurrently with the execution of this Agreement, and as a condition precedent to the effectiveness thereof, shall deliver either certified copies of the required policies, or original certificates and endorsements on forms approved by District. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf. At least fifteen (15) days prior to the expiration of any such policy, evidence of insurance showing that such insurance coverage has been renewed or extended shall be filed with District. If such coverage is cancelled or reduced, Concessionaire shall, within ten (10) days after receipt of written notice of such cancellation or reduction of coverage, file with District evidence of insurance showing that the required insurance has been reinstated or has been provided through another insurance company or companies.

22.7 Failure to Maintain Coverage. Concessionaire agrees to suspend and cease all operations hereunder during such period of time as the required insurance coverage is not in effect and evidence of insurance has not been furnished to District. Concessionaire shall provide immediate written notice if: (i) any of the required insurance policies is terminated; (ii) the limits of any of the required policies are reduced; or (iii) the deductible or self-insured retention is increased.

22.8 Acceptability of Insurers. Each such policy shall be from a company or companies with a current A.M. Best's rating of no less than A: VII and authorized to do business in the State of California, or otherwise allowed to place insurance through surplus line brokers under applicable provisions of the California Insurance Code or any federal law.

23. Indemnity: To the fullest extent permitted by law, Concessionaire shall defend, indemnify and hold District, its directors, officials, officers, employees, and agents (the "Indemnified Parties") free and harmless from any and all claims, demands, causes of

action, costs, expenses, liability, loss, damage or injury of any kind, in law or equity, to property or persons, including wrongful death, in any manner arising out of, pertaining to, or incident to: (i) any acts, errors or omissions, recklessness or willful misconduct of Concessionaire, its officials, officers, employees, and/or customers in connection with Concessionaire's operations or exercise of its rights under this Agreement; and/or (ii) Concessionaire's breach of its obligations under this Agreement, including without limitation the payment of all consequential damages, expert witness fees and attorney's fees and other related costs and expenses. Concessionaire shall defend, with counsel of District's choosing and at Concessionaire's own cost, expense, and risk, any and all claims, suits, actions, or other proceedings of every kind covered by this paragraph that may be brought or instituted against the Indemnified Parties. Concessionaire shall pay and satisfy any judgment, award or decree that may be rendered against any of the Indemnified Parties as part of any such claim, suit, action, or other proceeding. Concessionaire shall also reimburse District for the cost of any settlement paid by any of the Indemnified Parties as part of any such claim, suit, action, or other proceeding. Such reimbursement shall include payment for the Indemnified Parties' attorney's fees and costs, including expert witness fees. Concessionaire shall reimburse the Indemnified Parties for any and all legal expenses and costs incurred by each of them, including attorneys' fees, in connection therewith or in enforcing the indemnity herein provided. Concessionaire's obligations hereunder shall not be restricted to insurance proceeds, if any, received by the Indemnified Parties.

24. Use of Boat Launch Ramp: With the exception of low water years when the Boat Launch is closed for the season, Concessionaire shall not use the PREMISES boat launch or marina for launching kayaks, SUPs, or other non-motorized equipment and shall instruct users of the potential dangers when crossing the entrance to the marina.

25. Responsible Managing Person: Concessionaire shall designate a responsible managing person who shall be at the PREMISES as required. The continued or chronic absence of a responsible managing person shall be grounds for termination of this Agreement.

26. Interaction with District Employees: Concessionaire shall not make any offers to District employees that are not available to the general public. District employees are not available to work for Concessionaire and are not allowed to accept any compensation from Concessionaire.

27. Interaction from/with Other Sources: Concessionaire understands and agrees that its operation may be affected by interaction from numerous extraneous sources, including, but not limited to, low lake level, high wind, hot weather, cold weather, the boat launch ramp being unusable, high waves, poor economy, unruly beach users or customers, limited parking, and noise or congestion from use of the boat launch ramp area. Concessionaire agrees that, notwithstanding the effects of these or any other extraneous source, Concessionaire shall comply with the terms of this Agreement.

28. Completeness and Amendments: This Agreement sets forth the entire understanding of the Concessionaire and the District relating to the subject matter referred to herein and no representations or warranties are made by the Concessionaire and the District. This Agreement may be modified only in a writing signed by both Parties.

29. Termination: District may terminate this Agreement for convenience and without penalty of any kind by providing Concessionaire ninety (90) days written notice of cancellation. In the event of any breach of this Agreement by Concessionaire, District shall provide written notice to Concessionaire of the breach. Subject to any other requirements set forth herein, Concessionaire shall have thirty (30) days from the date of the notice to cure all such breaches. In the event that Concessionaire has not cured all breaches District may, by written notice to Concessionaire, terminate the whole or any part of this Agreement without penalty to District by giving written notice to Concessionaire of such termination, and specifying the effective date thereof.

30. Notices: All notices permitted or required under this Agreement shall be given to the respective Parties at the following address, or at such other address as the respective Parties may provide in writing for this purpose:

Concessionaire: Tahoe Adventure Company
P.O. Box 3951
Truckee, CA 96160
ATTN: Kevin Hickey

District: North Tahoe Public Utility District
PO Box 139
Tahoe Vista, CA 96143
ATTN: General Manager

Such notice shall be deemed made when personally delivered or, when mailed, forty-eight (48) hours after deposit in the U.S. Mail, first class, postage prepaid and addressed to the Party at its applicable address. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

31. Attorney's Fees: If either Party commences an action against the other Party, either legal, administrative, or otherwise, arising out of or in connection with this Agreement, the prevailing Party in such litigation shall be entitled to have and recover from the losing Party reasonable attorney's fees and all other costs of such action.

32. Governing Law and Venue: This Agreement shall be governed by and interpreted according to the laws of the State of California. Any action to interpret or enforce this Agreement shall be brought and maintained in the Placer County Superior Court.

33. Assignment: Concessionaire may not convey, assign, sublet, license, hypothecate, encumber or otherwise transfer or dispose of (collectively "Transfer"), this Agreement, in whole or in part, and whether voluntarily or involuntarily, without District's prior written consent. Any dissolution, merger, consolidation, or other reorganization of Concessionaire, any sale or other transfer or change in ownership or control of any of the capital stock or other capital or equity interests in either or both of them, or any sale or transfer of fifty percent (50%) or more of the value of the assets of either or both of them shall be deemed a Transfer of this Agreement. Any Transfer or attempted Transfer of this Agreement without the District's consent will be a material breach of this Agreement and, at the District's option, will be null and void. If Concessionaire shall wish to Transfer this Agreement, it shall notify District in writing and provide District with the name of the proposed transferee as well as information related to the transferee's financial, managerial and operational capability and history, including without limitation, a description of any legal or financial problems experienced by the transferee in performing similar services. If such information is sufficient in the reasonable judgment of District, then it shall consider the proposed Transfer and while District shall not be required to consent to such Transfer, District's consent to Transfer will not be unreasonably withheld. District shall be entitled to such certificates, opinions of counsel and other documents attesting to the authorization, and acceptance by the transferee, of the obligations of Concessionaire hereunder together with other assurances which are reasonably required in connection with transfers of similar agreements including, without limitation, acceptance by the transferee of the provisions of all of the terms and conditions of this Agreement. Concessionaire shall reimburse District for its reasonable, actual costs in reviewing and considering a Transfer in an amount not-to-exceed Seventeen thousand five hundred Dollars (\$17,500). In all cases, the District's consent to any Transfer shall be expressly conditioned upon payment of the District's costs, and costs shall be paid prior to the effective date of any Transfer.

34. Construction: Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair meaning, and not strictly for or against any Party. Any term referencing time, days or period for performance shall be deemed calendar days and not work days. All references to Concessionaire include all personnel, employees, and agents of Concessionaire, except as otherwise specified in this Agreement. All references to District include its elected officials, officers, employees, and agents except as otherwise specified in this Agreement. The captions of the various articles and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content, or intent of this Agreement.

35. Waiver: No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give the other Party any contractual rights by custom, estoppel, or otherwise.

36. No Third-Party Beneficiaries: There are no intended third-party beneficiaries of any right or obligation assumed by the Parties.

37. Severability: If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

38. Prohibited Interests: Concessionaire warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Concessionaire, to solicit or secure this Agreement. Further, Concessionaire warrants that it has not paid nor has it agreed to pay any company or person, other than a bona fide employee working solely for Concessionaire, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, District shall have the right to rescind this Agreement without liability. For the term of this Agreement, no member, officer or employee of District, during the term of his or her service with District, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.

39. Equal Opportunity: Concessionaire represents that it is an equal opportunity employer and provider of services and it shall not discriminate against any customer, employee, or applicant for employment because of race, religion, color, national origin, handicap, ancestry, sex, or age. Such non-discrimination shall include, but not be limited to, all activities related to Concessionaire's services, employment, demotion, transfer, recruitment, layoff, or termination.

40. Authority to Execute Agreement: Concessionaire has all requisite power and authority to conduct its business and to execute, deliver, and perform this Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective Party.

41. Counterparts: This Agreement may be signed in counterparts, each of which shall constitute an original.

42. Subcontracting. Concessionaire shall not subcontract any portion of the operations contemplated by this Agreement, except as expressly stated herein, without prior written approval of District. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement to be effective on the Effective Date set forth below.

CONCESSIONAIRE

By: _____
Kevin Hickey, Owner/Director

Date: _____

DISTRICT

By: _____
Brad Johnson, General Manager

Date: _____

Reviewed by: _____
Amanda Conk
Recreation Park and Facility Manager

Date: _____

Approved as to Legal Form:

District General Counsel

Date: _____

Exhibit “A” Operations Plan

Please note: Exhibits will be finalized upon execution of the agreement

Exhibit “B” Safety Plan

Please note: Exhibits will be finalized upon execution of the agreement