

Lodging Tax Facts & Resources for Businesses

Knowing more about the Lodging Tax

(aka TOT=Transient Occupancy Tax)

It's a 10% tax of visitor lodging that supports the North Lake Tahoe Area. This consists of a base rate of 8% across all of Placer County + an additional 2% that is voter approved for use in Eastern Placer County only. This 2% is used to fund infrastructure and transportation projects here in North Lake Tahoe. 50% of funds generated in Eastern Placer County is used for marketing North Lake Tahoe as a destination. It will also be used to support infrastructure projects, tourism promotion and sustain funding for visitor services. Placer County experts predict that it will generate millions of dollars of revenue into our community. By assessing this small fee on visitors, we share the cost of impacts and also sustain services, like transportation solutions.

Lodging Tax Usage

60% of the lodging tax collected in Eastern Placer County (North Lake Tahoe region) stays in our area.

- [Placer County Lodging Tax Quarterly Report](#)

North Lake Tahoe Chamber/CVB/Resort Association Infrastructure and Transportation Projects

- [Current a projects underway using Lodging Tax Funding](#)
- [Completed projects using Lodging Tax Funding](#)

North Lake Tahoe Chamber/CVB/Resort Association Destination Marketing efforts

- Lodging Tax funds www.GoTahoeNorth.com in partnership with the North Lake Tahoe Marketing co-operative with Incline Village
- International marketing efforts focusing on multi-night visitors from around the globe

North Lake Tahoe Chamber/CVB/Resort Association Conference Sales

- Lodging Tax contributes to a robust meeting space and conference sales team effort providing an on-site partner to help with planning through closing celebration, providing [professional services - free of charge](#)

North Lake Tahoe Chamber/CVB/Resort Association Regional Event Acquisition

Lodging Tax funds the exploration and acquisition of large events that have a major positive impact on our lodging, product and service community with an emphasis on off peak seasons. Examples are:

- Amgen Tour of California
- Wanderlust (July)
- Ironman (September 2013)

North Lake Tahoe Chamber/CVB/Resort Association Special Event Funding

The lodging tax also helps provide funding for local special events. Submissions are due early September 2012 and grants will be awarded in early October. [Click here for complete information, including guidelines and an application \[pdf\].](#)

North Lake Tahoe Chamber/CVB/Resort Association Business Association Grant Funding

Lodging tax helps fund 5 local business associations that provide events and special services to our region's business hubs.

Lodging Tax Renewal Information

In June 2012, the 2% TOT for infrastructure /Transportation will be up for renewal for an additional 10 years. The Chamber of Commerce is supportive of the effort to renew this small fee on visitors.

- [TOT Renewal Presentation](#)
- [Placer County Voter Registration](#)

Resources for Placer County Lodging Tax Information

- [Frequently asked Lodging Tax Questions for Placer County](#)
- [Placer County Lodging Tax Resource Guide](#)